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DEIXIS IN ONLINE ADVERTISING

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INTRODUCTION

Speech activity is one of the most important elements of existence and adaptation of every person in society. It occurs in everyday life, performing the most important functions: expression of thought and consciousness, preservation and transmission of information, as well as communicative function. The linguistic form of each specific human statement is determined in its basis by the goals set by its author, for example, attracting attention, establishing contact, transmitting information, etc.

The category of deixis is one of the most important among the verbal components of the language, since it contributes to the effective interpretation of the communicative act. The importance of this category lies in the fact that language communication is not possible to establish without the presence of deictic elements because the speech is realized only with indicating the person (subject), time and space. The successful realization of the communicants' speech activity depends on the proper use of the deictic mechanism: the speech message must be constructed in accordance with the three parameters of deixis in order to be properly perceived by the addressee and encourage them to carry out the activity in which the sender of the message is interested.

Nowadays one of the most modern and perspective segments of the media and communication sphere is online advertising. This type of interaction is often defined as an indirect form of persuasion based on informational or emotional description of the product's benefits. Its task is to create a positive image of the product among consumers and concentrate their thoughts on making a purchase. The advertising message is directly transmitted to the recipient through deictic elements. In other words, deixis builds a bridge of communication between the sender of the message and its recipient.

The study of deixis as a linguistic phenomenon is presented in the works of such scientists as J. Lyons (1968, 1977, 1995), S. Levinson (1995, 1979, 1983), Ch. Fillmore (1966, 1982), K. Büller (2000), K. Brugman (1904), R. Lakoff (1974), G. Rauh (1983), I. Harman (1990), G. Yule (1998), Y. Apresyan (1986), O. Erzinkian (1988), P. Grundy

(2000), N. Williams (2019). Modern researches devoted to the study of categories and varieties of deixis belong to such scholars as V. LoCastro (2012), K. Green (2006), A. Cruse (2006), B. Birner (2013), S. Chapman (2011), G. Senft (2014), F. Charles (2009), L. Juez (2009), T. Biletska (2003, 2004, 2011, 2013, 2017).

In the modern world, where the development of such phenomena as globalization, informatization and integration is becoming more dynamic, there is a need for a comprehensive and thorough study of deictic elements in the digital space. Particular attention is paid to the communicative and pragmatic analysis of deixis, as well as the means of its expression in online advertising.

The rapid development of digital technologies, the active involvement of an increasing number of Internet resources consumers and the transfer of the commercial sphere to the online format determine the **relevance** of the study of deictic elements in the virtual space.

The **purpose** of the research is to analyse the communicative and pragmatic features and means of expressing the category of deixis in online advertising.

According to the set goal, the following **objectives** are defined:

- to identify and consider the main theoretical aspects of the category of deixis, analyze its existing classifications and specific features;
- to outline the main aspects of Internet discourse as a type of communication, identify structural-semantic and communicative-pragmatic features of language components in online advertising;
- to define the prevailing types of deixis in online advertising;
- to define the main communicative strategies in online advertising which are expressed by the deictic elements.

The **object** of the research is online advertising published in the Internet space as a type of interaction between communicators.

The **subject** of the research is the communicative and pragmatic characteristics of deictic elements in online advertising.

The **material** of the research comprises 120 samples of advertisements posted on social media and commercial websites of online stores.

For a complete description and systematization of the analyzed material, the following **methods** of linguistics are used in the work:

- method of sampling;
- descriptive method;
- method of semantic-component analysis;
- method of quantitative and qualitative analysis;
- method of discourse-contextual and pragmatic analysis.

The **novelty** of the work lies in the comprehensive and thorough research of the category of deixis and the use of deictic elements in the commercial sphere of the Internet space.

The **theoretical significance** of the research lies in the enrichment of general information about the category of deixis and deictic elements and contributes to the development of such branches of linguistics as pragmatics, communicative linguistics, and discourse theory.

The **practical significance** of the research lies in the fact that its data and conclusions can be used in teaching theoretical English grammar. The results of this work can also help specialists in the field of advertising to create their products with maximum efficiency and successfully achieve their goals.

The work consists of an introduction, three sections, conclusions and references.

I. THEORETICAL FRAMEWORK FOR THE STUDY OF THE CATEGORY OF DEIXIS

1.1. Approaches to the definition of the concept of deixis

The common knowledge is that any statement cannot be executed without specifying time and space. Perception of time and orientation in space are the determining factors of human communication and life in general. Therefore, the functions of deictic elements and their meaning are especially important in the process of linguistic communication. Considering language, primarily, as a means of interaction and transmission of information, it should be noted that deixis is the key property of this function of language.

The speaker's possession of linguistic and paralinguistic knowledge and his/her ability to use this knowledge to influence the interlocutor in the communication process is called pragmatic competence, which often includes knowledge of social distance, social status between the participants in the communication, cultural knowledge such as politeness, and explicit or implicit linguistic knowledge (ЯЦИШИНА, 2017: 256). Deixis belongs to the field of pragmatics because it is directly concerned with the relationship between the structure of language and the context in which it is used.

The concept of deixis has existed since ancient times. The term is translated from Greek (δείξις) as “pointing or indicating”, which reflects its main features (Levinson, 2008: 54). Deixis is an indicative function of the units of linguistic and paralinguistic codes in communication, expressed by lexical, grammatical, prosodic, paralinguistic means and involving the identification and localization of communication participants, objects, events, processes, facts, etc. in relation to the spatial, temporal, social and some other contexts created by the speech act and communicators (Бацевич, 2010: 118).

Despite the lack of interest in deixis as a separate category, ancient researchers devoted quite a lot of attention to deictic signs, namely pronouns. Thus, Dionysios Thrax in his “Grammar” distinguishes the pronoun as a special part of speech and

defines it as “a word used instead of a name, which points to certain persons” (Alcock, 2014: 13). It should be noted that in this definition, pointing becomes one of the significant characteristics of the pronoun. Apollonius Dyscolus, taking as a parameter the morphological and syntactic properties of words, makes the main characteristic of the pronoun its ability to replace the name (Householder, 1981: 88).

The consequence of different understanding of the nature of deixis and the commitment of scientists to different research paradigms is the lack of a strict definition of this linguistic phenomenon. This is evidenced by the terminological diversity, where along with the term deixis (Levinson, 2008; Yule, 2011; Lyons, 1996), the following terms are used: deictic signs (Bühler, 2011), shifter (Jespersen, 2011), egocentric particular (Russel, 2009: 80), indexical expression (Pierce, 1998), token reflexive word (Reichenbach, 1999), demonstrative (Diessel, 2006).

Among the various interpretations of deixis, the semiotic concept of its structure, initiated by Bühler, is the basic one. It is based on the classical deictic triad – “I - here – now” (Hier - Jetzt - Ich - Origo) (Bühler, 2011: 117). The initial element of the deictic coordinate system is the “Origo” (center) of the pointing field, which acts as a reference point for human orientation in time and space. Deictic vocabulary is egocentric, its semantic basis is the concept of “I”, “ego”, “the one who speaks”. The figure of the speaker organizes the semantic space of the utterance and it is the reference point against which time and space are counted in the act of communication. In addition, the reference to the figure of the speaker forms the core of the interpretation of the two main spatial and temporal deictic words of natural language: “here” and “now”. “I” is always the speaker, “here” is the location of the speaker at the moment of communication and “now” is the moment of communication.

Bühler also considered the deictic concept, which is based on the existence of two opposing fields - the “symbolic field” (Symbolfeld) and the “indicative field” (Zeigfeld). In this regard, the author categorizes language units into two groups: nominative and deictic. Nominative signs name classes of objects and acquire meaning

in the symbolic field. Deictic signs indicate objects and phenomena of the surrounding reality and exist in the indicative field of language (Bühler, 2011).

The semiotic tradition is also associated with Pierce, who proposed to define indexical pronouns as indexical signs that create a direct connection between the word and the object (Pierce et al., 1998). Another tradition of deixis studies dates back to Jespersen. Egocentrism and subjectivity as categorical features of deixis were the basis of his theory of shifters and shifter categories (Jespersen, 2011). According to Jespersen, a shifter is a linguistic unit, the perception and interpretation of which are conditioned by the qualities of the speaker and the communicative situation itself (Jespersen, 2011: 123). For instance, the word 'there' implies that the indicated object is necessarily located outside the speaker's sphere of sensory perception and outside the coordinates set by the speaker. The word 'here', on the contrary, implies the obligatory inclusion of the speaker's location in the sphere of indication (Jespersen, 2007: 258). The deictic elements are the most typical examples of shifters.

The current view of deixis is to understand it as a universal category that functions at all levels of language. In the interpretation of the English linguist Lyons, deixis is defined as a matter of spatial and temporal position in the context of the utterance, which is created by the act of utterance itself and the participation of speech partners in it (Lyons, 2002: 311).

The approach of Fillmore is close to Lyons's interpretation: he considers deictic elements of language to be such lexical and grammatical units that help to see through a certain social context, to identify in it the participants of the act of communication, their location in space, the time of this act of communication. According to this linguist, it is fundamentally important that deixis indicates the position and viewpoint of the observer (Fillmore, 1982: 43). The universality of the category of deixis is supported by a number of factors: firstly, the concepts on which the deixis is based, namely space and time, are universal; secondly, the indexical function of the deixis is inherent in any language system; thirdly, the factor of the observer, which forms the cognitive basis of many linguistic concepts, is universal.

The British sociologist Stephen Levinson claimed that with the help of deixis, language encodes or grammaticalizes the context of a statement or speech event, and creates conditions under which the interpretation of statements depends on the analysis of the context of the statement (Levinson, 2008: 54). Dylgjeri & Kazazi in their work “Deixis in Modern Linguistics and Outside”, referring to Levinson, stated that deixis is context-dependent, and therefore, background knowledge is necessary to understand the meaning of certain words and phrases in an utterance. Lexical items or expressions that require contextual information to convey any meaning are deictics, their semantic meaning is fixed, but their denotational meaning changes depending on time and/or place (Dylgjeri & Kazazi, 2013).

Yule defined deixis as a form of reference that is attached to the speaker's context, with the most important distinction between deictic statements being whether you are “near the speaker” or “far from the speaker”. In English, the terms that represent the group “near the speaker” or proximal terms are “this”, “here”, “now”. The distal terms are “that”, “there”, “then”. Proximal terms are usually interpreted in terms of the location of the speaker or the deictic center, so “now” is usually understood as something belonging to a particular moment or period of time, centered on the time of the speaker's utterance. Distal terms can simply indicate being “away from the speaker”, but in some languages they can be used to distinguish between being “near the listener” and “away from the speaker and listener” (Yule, 2011: 9).

Batsevych confirms that the means of deixis serve to actualize the components of the speech situation and the components of the denotative content of the utterance. The deictic means of the language code do not have a fixed content: it is always determined by the specific circumstances of the communicative act (Бацевич, 2010: 272). These are, first of all, pronouns (I, we, you, this, that, someone, etc.), adverbs of various origins (here, there, then, now, today, tomorrow, yesterday, higher, lower, etc.), pronouns, especially adjectives (present, past, future, next, last, etc.), numerals, some particles; the deictic element can also be included in the lexical and grammatical meaning of words and word forms. It should also be noted that the deictic component can be explicitly or implicitly present in the lexical meanings of many words. For

instance, the verb *come* indicates movement directed towards the observer, the verb *go* - away from the observer.

The recognition of the speaker as the main category has given rise to a broader interpretation of deixis. The indicative meaning associated with the etymology of deixis is gradually reduced, while the focus on the speaker and the shifting of the conveyed meaning become more significant. The development of the concept of egocentrism in linguistics has led to the recognition of the speaker as the center of the reference frame (Benveniste et al., 2021: 223-230).

Modern linguists have a common view that deixis has intentional, subjective, context-dependent properties that are determined and can be interpreted only if one knows certain aspects of communication. Indexicality is an internal property of signals, an important part of their adaptive role in the evolutionary development of communication (Levinson, 2006: 98). The means of expressing deixis are not clearly defined, and therefore, the limits of indexicality do not end with purely indicative statements, in fact, any reference expression can be used deictically.

Thus, researchers adhere to a certain unity of definition of the concept of deixis, but each of them classifies the category and the main functional features according to their own vision and understanding. The variety of approaches to the study of deixis makes it possible to study this linguistic phenomenon from all sides and in all its possible aspects. In addition, the study of deixis in modern linguistics is also explained by the fact that the range of its use is very wide, because any statement is characterized by attachment to space and time. Different approaches to the study of deixis do not contradict, but rather complement each other, which allows obtaining a complex linguistic description of deixis.

1.2. Classifications of deixis

In the history of linguistic research there are various typologies of deixis classification. Traditionally, primary and secondary deixis are distinguished. According to Bühler, primary (classical) deixis is observed only in canonical

communicative situations, when the use of deictics and their understanding depends on the “visible image of the situation” in which the statement is realized (Bühler, 2011: 94). The speaker and the listener observe the same objects of reality. Thus, the figure of the speaker, the time and place of communication determine the meaning and choice of deictic words. Secondary (narrative deixis or deictic projection) is related to the structuring of the fictional world (Ehrich, 2010: 34). This type of deixis is typical for non-canonical communicative situations when there is no simultaneity in the field of vision of the speaker and the listener, for instance, in literary texts. The speaker conditionally moves into an imaginary orientation field, the center of which is the imaginary ego.

Brugmann created his typology of deixis in 1904 (Brugmann, 1904). He classifies the ways of pointing, i.e. types of demonstratives in several Indo-European languages, distinguishing four types of deictic signs:

- neutral deixis (Der - Deixis), for instance, the words ‘here’, ‘this’;
- deixis indicating the sphere of the addresser (Ich - Deixis), for instance, the words ‘I’, ‘my’, ‘here, near me’;
- deixis indicating the sphere of the addressee (Du - Deixis), for instance, the words ‘you’, ‘your’, ‘here, near you’;
- deixis indicating the distance of the object from the speaker (Jener - Deixis), for instance, the words ‘that’, ‘there’.

Bühler, after analyzing the classification of Brugmann and paying tribute to him as the pioneer of a systematic approach to deicticity in language, drew attention to situationality as a necessary condition for identifying the meaning of deictic words. In his work “Theory of Language: the representational function of language” he proposes a new typology of deixis, which is based not on personal-spatial criteria, but on the degree of participation of the imagination in the identification of the object denoted by the deictic element (Bühler, 2011: 137-140). Bühler distinguishes three types of deixis:

- visual deixis (*demonstratio ad oculos*), an indication of which is in the speaker's field of vision;
- contextual or anaphoric deixis, which indicates the context, that is, the previously used word;
- deixis of imagination (*Deixis am Phantasma*), which indicates what is absent in the speaker's field of vision and was not mentioned in the context, but is known to the interlocutors on the basis of their knowledge about the subject, and this knowledge was acquired before the given situation.

Lakoff proposes to divide deixis into temporal-spatial, discourse, and emotional (Lakoff, 1974). The first two types coincide with the classification traditionally accepted in modern linguistics - spatial, temporal and personal deixis. Emotional deixis occurs when, under the influence of emotions, the speaker does not follow the regularities of functioning of deictic units: *That John Smith is a really great guy!* Levinson gives this linguistic phenomenon another definition – “empathetic deixis” and explains it as a metaphorical use of deictic forms to indicate emotional or other psychological distance/closeness between the speaker and the referent (Levinson, 2008: 81).

Fillmore categorizes personal, spatial, temporal, social and discourse deixis (Fillmore, 1982: 38). Social deixis reflects, establishes or is determined by certain realities of the social situation in which the speech act takes place, and includes a system of courtesy forms and honorifics as indicators of the social status of the participants in communication, for instance, *Mr. President, Your Honor*. Discourse deixis is associated with the choice of lexical and grammatical elements that indicate certain segments or aspects of a given discourse, for instance, *in the last paragraph, in the next chapter, therefore*.

Levinson suggested that discourse deixis should be distinguished from the related concept of anaphora (Levinson, 2008: 85-86). Deictic or other referential expressions are often used to indicate a referent, and anaphoric pronouns are used to

denote the same object or person, but only after a deictic expression has been used before. An important element is that deictic and anaphoric use in the same text are not mutually exclusive. Therefore, when a pronoun refers to the linguistic expression itself, it is discourse-deictic, and when a pronoun refers to the same object as the preceding linguistic expression, it is anaphoric: *A well-dressed man was speaking; he had a foreign accent.*

Taking into account the fact that linguists' opinions on the typology of deixis differ, three types of deixis are usually distinguished: personal, spatial and temporal, since the semantics of the category includes references to time, place and participants in a speech situation. The linguistic units of the three types of deixis are represented by pronouns and locative/temporal expressions.

Personal deixis is used to characterize the relationship between the addresser and the addressee, namely, to encode their functions as participants in a speech event (Levinson, 2008: 62). Similar statements have been made by such researchers as Y. Huang, R. Horn and G. Ward, as they noted in their works that personal deixis serves to identify the persons involved in a speech event (Huang, 2007: 136; Horn & Ward, 2004: 112). The operators of personal deixis are pronouns that are united by a common feature - they do not name a person, phenomenon or object, but point to them in a specific speech situation, and their meaning is situationally determined.

Personal deixis is used to identify the speaker, who is recognized as the first person (I), the addressee, who is known as the second person (you), and other specific participants in a speech event who are neither speaker nor listener but are known as the third person (he, she, it) (Cruse, 2000: 319).

According to Benveniste, the third person form does not correlate with a certain “person”; on the contrary, it indicates a non-person (Benveniste et al., 2021: 217-222). Only the persons “I” and “you” are unique: “I” is the one who speaks, “you” is the one who listens, and “he” is an infinite number of subjects and at the same time nobody.

Fillmore identifies three participants in communication: addresser, addressee, and audience (Fillmore, 1997: 40). By the term “audience”, the researcher means a person/persons who participate in the conversation but do not belong to the addresser/addressee pair.

The main function of temporal deixis is orientation to the time of the speech act. Deictic words are important in the study of the concept of “time”, since temporal deictics are among the most used temporal lexemes. Reichenbach was the first to describe temporal deixis with the help of the following three concepts: speech time, event time, and reference time (Reichenbach, 1999: 287-298). Markers that have a deictic time component indicate: the precedence of a certain action (ago, previously, yesterday, recent, already, before, past, etc.), simultaneity of actions (today, now; while, simultaneously, etc.) and sequence of actions (after; next, tomorrow; then, follow; late, etc.).

Fillmore defines temporal deixis as an indication of the time in which communication takes place. He also emphasizes the necessity to understand the two-stage process: time encoding - an indication of the time at which the message is sent and time decoding - perception of the temporal deictic while receiving the message with regard to the time interval that separates these two actions (Fillmore, 1997: 40).

Benveniste claims that in communication time is delimited in two systems: the plan of history and the plan of speech (Benveniste et al., 2021: 206-209). History is the events of the past, and therefore, the temporal deictics are the verbs of the past tense, while the speech plan makes it possible to use all tense forms. Temporal deixis coincides in time with the moment of speech that contains the person indicator.

Spatial deixis indicates the localization or orientation of an object or situation in space in relation to the deictic center, which corresponds to the speaker's position in space at the moment of speech (Huang, 2007: 138).

This type of deixis indicates the location of communication participants and objects. Spatial deixis, just like temporal one, is associated with two points of

reference: the degree of proximity to the speaker and orientation towards other participants in communication. Spatial deixis is represented by spatial adverbs such as *here/there*, demonstratives such as *this/that* and prepositions *in/on*. The role of such units is to localize objects in the perceptual and communicative space, thus they can be compared to a pointing gesture (Єрмоленко, 2010: 165).

Huddleston & Pullum argue that the choice of a demonstrative does not always depend on the speaker's position (Huddleston & Pullum, 2006: 150). According to them, the demonstratives can also refer to “properties of objects, actions, or other abstract features of the speech situation”. In this case, spatial deixis is used as a form of orientation in the discourse, and therefore, it is called discourse or textual deixis.

Thus, among the various approaches to classifying the category of deixis, three main types can be distinguished: personal, temporal, and spatial. The importance of such a classification lies in the fact that the realization of speech communication is impossible without indicating the person (subject), time and space. With the development of linguistic research, new types and classifications of deixis are emerging, which indicates the complexity and relevance of this category.

1.3. Modern analysis and problems of deixis

Recent studies of deixis have focused on understanding how people use and interpret it in everyday language and how deixis can be used to achieve different communicative goals. Modern analysis of deixis focuses on various aspects of this phenomenon, including the relationship between deixis and social cognition, the role of deixis in discourse and communication.

Sidnell & Enfield's analysis of deixis is a framework for understanding how speakers use context-dependent words and phrases to refer to things and events in the world (Sidnell & Enfield, 2014: 217-239). These researchers believe that deixis involves both linguistic and non-linguistic aspects of context. Linguistic context includes things like the words and phrases that come before and after a deixis term,

while non-linguistic context includes things like the physical environment, the speaker's gesture and gaze, and the listener's knowledge and assumptions.

Sidnell and Enfield's analysis also emphasizes the importance of deixis in social interaction. They argue that deixis is an important tool for establishing and maintaining social relationships, as well as for conveying information about the speaker's attitude and beliefs.

Agha considers that deixis is not just a matter of pointing to things in the world, but also involves the use of language to construct social relationships and identities (Agha, 2007: 37-54). For instance, the choice of first-person pronouns (*I, we*) versus third-person pronouns (*he, she, they*) can reflect the speaker's sense of self and their relationship to others. Similarly, the use of spatial deixis (e.g. *this, that*) can signal social distance or closeness, as well as orientation towards shared knowledge.

Agha has also highlighted the role of deixis in the construction of indexicality, which is the process of creating social meaning through reference to specific contexts and participants. Indexicality is closely related to the concept of context-dependence, and Agha has shown how different types of deixis can be used to create complex layers of meaning in language use.

Hanks has focused on the analysis of deixis in the context of fieldwork, which refers to the study of language and culture in their natural setting. In his research, the linguist has emphasized the importance of taking into account the cultural and social context in which deixis is used, as well as the pragmatic and interactional factors that influence its meaning. He has argued that deixis is a key element in the construction of social identity and the negotiation of social relationships, and that it can reveal important information about the cultural values and practices of a community. Drawing on long-term research on Yucatec Maya, Hanks argues that the basis of deixis is not the spatial contiguity of the referent, but rather the access (perceptual, cognitive, social) that participants have to the referent (Hanks, 2009: 10-24).

Hanks has also developed a methodological approach to the study of deixis in fieldwork, which involves collecting and analyzing data through participant observation, discourse analysis, and interviews. This approach aims to capture the complexity and variability of deixis in naturalistic contexts, and to provide insights into the ways in which language and culture intersect in the construction of social reality.

Fricke gives an overview of the relationship between deixis, gesture, and embodiment from a linguistic point of view. He claims that for mutual understanding in direct interaction, the speaker and their addressee need to be simultaneously engaged in perception, imagination, and other cognitive processes. Deixis assumes a special function in the coordination of mental representations, as well as in social interaction. It can be understood as a communicative and cognitive procedure in which the speaker focuses the addressee's attention through the words, gestures, and other directive cues that he or she uses; these various means of expression jointly produce a context as a common ground (Fricke, 2014: 1803).

Galita argues that the study of deixis is transdisciplinary, since deictic elements can be analyzed not only from a pragmatic but also from a stylistic point of view. The interpretation of a particular speech situation is influenced not only by the context of communication, but also the cotext (the linguistic elements that precede or follow the deictic elements) and the paraverbal signs (intonation, pauses, stress). Therefore, it can be concluded that deixis may have a stylistic value as well, subjectively underlying the emotional side of the locutor, their perspective upon things, various feelings, ranging from enthusiasm to irritation, from irony or banter to satisfaction (Galita, 2011: 37).

Consequently, the modern analysis of deixis highlights the complexity of language use, verbal and non-verbal means of communication, and the need for a deep understanding of context and social factors to grasp the meaning of different speech situations and linguistic expressions.

1.4. Internet discourse as a modern type of cultural and information communication

The concept of “discourse” is one of the most basic and commonly used elements in modern linguistics, but due to the complexity of its content and forms, there is no general opinion among linguists on its interpretation. Thus, Cook understands discourse as an expressive, coherent, and purposeful piece of speech (Cook, 2004: 156). Fowler defines discourse as the process of language interaction between people with all its integrity and complexity (Fowler, 2009: 131). Henry & Tator focus on the social role of discourse. According to them, in discourse, language conveys broad historical meanings, combining the personal and social worlds of a person (Henry & Tator, 2002: 25).

Selivanova thoroughly explains the origin and meaning of the word “discourse” in the terminological encyclopedia of linguistics (Селіванова, 2006: 119). The researcher presents the main meanings of this concept: 1) a closed integral communicative situation (event), which consists of communicants and a text as a sign mediator, caused by various factors that facilitate communication and understanding (social, cultural, ethnic, etc.); 2) a coherent text in the context of numerous accompanying background factors - ontological, socio-cultural, psychological, etc.; a text immersed in life; 3) a stylistic unit; 4) a pattern of linguistic behavior in a certain social sphere with a certain set of variables.

Ukrainian researcher Batsevych emphasizes the functional-communicative and pragmatic understanding of the essence of discourse. He considers it as an interactive and transactive type of communication activity that has different forms of manifestation and takes place within a specific communication channel, regulated by the strategies and tactics of the participants in communication. Discourse, according to the scientist, is characterized by a synthesis of cognitive, linguistic and extra-linguistic factors that form speech genres and speech acts. Analyzing the essence of discourse, the researcher identifies the circumstances in which and for which the discourse is created, in particular: the author's communicative intentions; the relationship between

the author and the addressee; common ideological and social features, peculiarities of a particular environment and specific individuals to whom the message is directly or indirectly addressed; genre and stylistic features of the message; associations with previous experience (Бацевич, 2005: 27).

The leading researcher of discourse, the Amsterdam scholar van Dijk, presented a thorough generalized view of this phenomenon. Thus, the scholar understands discourse in a broad and narrow sense and notes that discourse (at the microsocial level) reproduces ideology and culture as collective representations of reality - macro-social phenomena. Discourse in the broadest sense is a complex communicative event that takes place between those who speak and listen in the process of communicative action in a certain temporal, spatial, and other context. Such a communicative action can be spoken, written, and have verbal and non-verbal components. Discourse in the narrow sense is a text or conversation that has mostly only a verbal component – “text” or “conversation”. Therefore, discourse in the most general sense is a verbal product of communicative action (van Dijk, 2006: 145).

Stubbs identifies three main characteristics of discourse (Stubbs, 1998: 1):

1. In formal terms, it is a unit of language that exceeds a sentence in volume.
2. In terms of content, discourse is associated with the use of language in a social context.
3. In terms of organization, discourse is interactive, i.e. dialogic.

Shiffrin has a similar position, as she also distinguishes three approaches to the definition of “discourse” (Shiffrin, 2003: 20-43). The first approach is based on formal or structurally oriented linguistics, which means that discourse is considered as a language higher than the level of a phrase or sentence and is defined as two or more sentences connected by meaning. The second approach presents a functional definition of discourse as a diverse use of language. Thus, discourse is characterized as the use of language to achieve certain goals. The third approach is similar to the second one and characterizes discourse as an utterance in terms of the interaction of forms and functions. In this case, discourse is understood not as a primitive set of isolated units

of language larger than a sentence, but as a coherent set of formally organized, contextualized units of language use.

Nowadays, the Internet is an integral part of society's culture and one of the main elements of civilization development. The active introduction of the latest technologies has contributed to the formation of a global network, the main feature of which is the availability of information anytime and anywhere in the world. Accordingly, new ways of communication and information exchange have emerged that differ significantly from the traditional ones. Due to these new developments, the Internet is transforming from a huge data storage to a powerful means of communication that eliminates time, spatial, gender, social and other restrictions. Therefore, at this stage, it is possible to define a new concept for linguistics - Internet discourse (Вжещ, 2012: 15).

The concept of “Internet discourse” is generally understood as a specific type of communication on the Global Network, which is aimed at ensuring interactivity, non-linear communication, establishing and maintaining contact that contributes to enhancing the cognitive potential of speech, as well as its preservation and systematic updating in accordance with the needs of the speaker (Карпа, 2010: 5).

Shkvorchenko interprets Internet discourse as the process of creating a text in conjunction with pragmatic, socio-cultural, and psychological factors that activate the interaction of communicators and activate cognitive processes (Шкворченко, 2019: 64).

Gudz states that Internet discourse is an array of electronic audio and video texts in conjunction with extralinguistic factors that are connected by a flexible system of hyperlinks, which can be accessed via the Internet using a computer or other available multimedia devices (Гудзь, 2012: 230).

Internet discourse has a number of distinctive features, among which Karpenko distinguishes the following (Карпенко, 2016: 7):

- globalization, which provides the ability to connect to the Internet from any part of the world;
- efficiency of information transfer;
- unlimited amount of information and the possibility of its constant updating;
- accessibility to a diverse audience;
- potentiality, which implies targeting a potential addressee according to the addresser's intentions;
- status equality of all participants in communication, as well as the absence of open social, gender, and age gradation (Шкворченко, 2019: 64);
- interactivity (real or potential), which diversifies the possibility of presenting information with its further comprehension by the addressee;
- creolization, which implies the use of paralinguistic means to express textual information (graphic means, audio and video elements);
- hypertextuality, which is reflected in the special composition of the network text, the non-linearity of its construction, division into peculiar separate blocks, the order of perception of which depends on the user;
- emotionality, which is manifested in the use of emoticons and other non-verbal means of communication;
- the availability of different functional styles (publicist, scientific, official, colloquial and literary);
- conventionality and absence of time and space boundaries, which contributes to intensive user interaction (Шкворченко, 2019: 64).

Crystal identifies a number of differences between the language of Internet discourse and live oral communication (Crystal, 2004: 30-40), namely:

- 1) the lack of synchronous feedback, which makes it difficult to understand the addressee's perception of information;

- 2) the relatively slow rhythm of Internet communication, as the response may come in a few minutes, weeks or months;
- 3) the complication or absence of communicative role reversal (turn-taking) for certain technical reasons, which can lead to misunderstandings;
- 4) the lack of prosody and paralinguistic means, which are replaced by appropriate graphic means;
- 5) the absence of live speech features associated with spontaneity as a reaction to what is heard.

Thus, it can be concluded that Internet discourse is more closely related to written speech. However, the language of Internet discourse, sometimes referred to as “meta-communicative minimalism”, is distinguished from written speech by several fundamental features. First, web pages are constantly updated, while traditional text remains unchanged. Secondly, the indexing system that helps to organize and classify written texts is not relevant to the language of Internet discourse, since the thematic grouping of such a huge amount of information is not effective (Crystal, 2004: 41, 44-47).

Consequently, discourse as a generalized concept is a specific communicative event that takes place in a certain intentionally determined communicative space. Internet discourse is a special kind of discourse that has emerged on demand of time. The rapid development of technology, the emergence of the Internet, which is becoming the driving force of a new communication environment, lead to the emergence of a special cognitive and communicative space of the global network, where communicative interaction is carried out through an electronic data transmission channel, a hypertextual mechanism, structuring and routing of verbal and paraverbal means.

1.5. Genre specific features of online advertising in Internet discourse

The modern online space has a developed genre palette. Erickson defines the phenomenon of genre as a communicative template (pattern) created under the direct influence of individual, social and technological factors that are implicitly present in

the reproduced communicative situation. Genre structures the communication process, creating “collective” expectations about the form and content of communication and thus facilitating the production and reproduction of communication (Erickson, 1997).

The rapid development of innovative technologies, in particular the Internet, to some extent changes traditional ideas about discourse and genres, and makes it possible to better understand their dynamic procedural essence, which is sensitive to new social realities (ЯХОНТОВА, 2009: 139).

According to Yakhontova, genres are typified forms of social acts with relatively regular features that arise in certain recurrent situations of communication. Important parameters of genres are the situation and context of communication, socio-communicative needs of participants, communicative purpose, and genre roles of users. The researcher also notes that in the socio-cognitive perspective, genres are frames of linguistic and social behavior and communication, communicative guidelines that initiate specific actions and processes of constructing relevant texts and ensure their adequate interpretation (ЯХОНТОВА, 2014: 12).

Online advertising is a genre of Internet discourse. It is a vivid example of linguistic communication that contains the previously mentioned aspects of the genre, namely: a clear pragmatic goal - selling a product or service, representation of the participants of the speech act - the seller and the buyer, actual information about the product or service and its characteristics that correspond to the buyer's requirements and needs.

Kurakulova defines online advertising as a process of communication in an interactive environment that influences the mass or individual consciousness of consumers, causes changes in consumer buying behavior, and actively encourages potential and existing customers to purchase products, services, or ideas (Куракулова, 2018: 333). The examples of online advertising include banners on websites that allow customers to purchase goods with just one click, commercial videos posted on social media, which promote the goods, SEM advertising, display advertising, email and pop-up advertisements.

Sokolova highlights the main features of online advertising text (Соколова, 2012: 113-114):

- pragmatic focus on providing reliable information about the latest product or service and its advertising;
- functional load is realized with the help of common and terminological language means;
- structural, semantic and compositional organization is aimed at facilitating the perception of information, attracting attention, creating interest, and encouraging the recipient to act;
- the integration of evaluative and emotive elements, the function of which is to create a positive emotional atmosphere around the object of advertising;
- the involvement of non-verbal components (illustration, font, color, digital and letter markers, etc.) functionally aimed at attracting and retaining the attention of the recipient.

Sabbagh, El-Darwiche & Friedrich also identified certain features inherent in online advertising (Sabbagh et al., 2012: 13):

- interactivity, which allows to receive information on the perception and interest in advertising, as well as on the actions of advertising consumers in real time;
- multimedia, the ability to combine verbal and non-verbal components of advertising and create dynamic and interactive advertising units;
- targeting, as Internet technologies, when used properly, allow to clearly select the audience that will perceive advertising and offer goods and services in accordance with its interests and preferences;
- reaching a large audience at relatively low cost, which is a significant advantage when using virtual advertising;
- hypertextuality, intertextuality and globalization.

The text component is the most informative part of an advertising product. In addition to the text, an advertising product contains an image (graphic information and sound) and a display panel (software that provides navigation capabilities). These elements of online advertising function in a complex and ensure maximum impact on the recipient. The navigation panel, as a unique characteristic of this type of advertising, provides such features as connecting to social networks, as well as to the manufacturer's website and other relevant websites (Соколова, 2014: 56). All this increases the volume of the advertising product, expanding its environment and enriching it with additional information.

Among the most commonly used linguistic means of influence in online advertising are various kinds of repetition (both at the surface and deep textual levels), the use of the imperative mood, evaluative vocabulary, and deictic elements. The peculiarity of the Internet environment is that the practical absence of spatial restrictions provides opportunities to present additional information, such as expert opinions, information about honors and awards, sales statistics, etc. This relevant information increases the informative potential of the advertising text, stimulating the process of perception (Соколова, 2012: 115).

Multiple lexical repetitions of a single lexeme, provocative questions, the imperative mood and the use of deictic elements are aimed at intensifying the process of information perception by means of direct and indirect influence on the recipient's mind. In addition, deictic elements play an important role in creating an effective advertising message. They help to intimate the communicative space, differentiate the advertised product or service by pointing out its exceptional characteristics. Personal deixis units are the most commonly used in advertising messages, namely personal, possessive, and demonstrative pronouns. An example of the use of these linguistic characteristics is the following advertisement for hair care products posted on the social network Instagram.

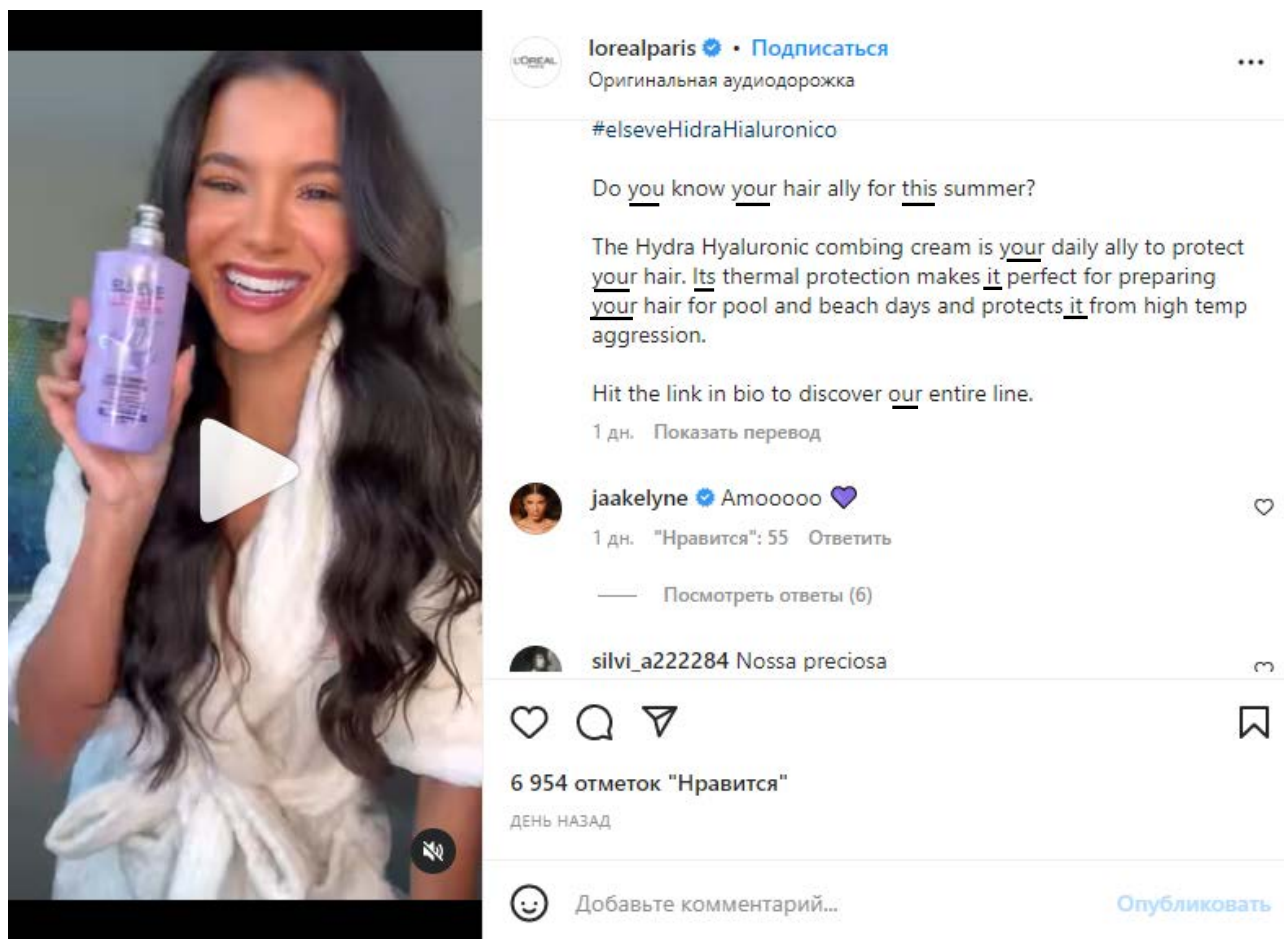


Fig. 1. An example of organizing an advertisement on the Internet (LP)

When analyzing this ad, one can immediately notice the use of video materials in combination with text. The use of hashtags is also typical of online advertising, which helps customers easily find similar products and additional information. The description of this item contains a question addressed directly to the potential buyer of the product, the use of personal (*you, it*), possessive (*your, its, our*) and demonstrative (*this*) pronouns, which are examples of deictic elements, and the imperative mood of the verb in the last sentence for getting more details about other offers of the company.

The Internet provides great opportunities for the simultaneous use of several perceptual effects - sound, text, and image (multimedia functions). This is realized through dynamic display, when the recipient can not only read an advertising message, but also watch a video clip, join other sites and get additional information or recommendations from other users, and even make their own comments. As a result, a certain advertising text is expanded to the size of hypertext with its inherent characteristics. This is the main extra-linguistic factor in the functioning of

informational and advertising texts, which is unattainable for other types of advertising. The use of multimedia and the Internet expands the boundaries of the advertising text and, thus, realizes the multidirectional nature of information perception (Соколова, 2012: 115-116).

The effectiveness of an online advert depends on the successful combination of its verbal and non-verbal components. At the same time, researchers note the primary importance of the verbal component of advertising, namely the text. Thus, Dyer argues that the language of advertising is more important than its visual aspect (Dyer, 1999: 139). Advertising images attract the consumer's attention and express some of the key points of the advert. However, verbal elements make the key points of the advertising message perceived in strict accordance with the advertising communicative intentions that the addresser implied. In this regard, the material for our research are the texts of online advertisements posted on social media and commercial websites of online stores, as they fully demonstrate the process of advertising communication, namely the effective use of verbal elements to achieve the addresser's communicative impact on the addressee.

Advertising information is always aimed at fulfilling the goals of communication influence. The nature and method of communicative influence on consciousness are not precisely defined, and different scientists understand them differently: a) as influence on consciousness by building rational arguments (persuasion); b) as influence on consciousness through the emotional sphere; c) as influence on the subconscious (suggestion); d) as influence through verbal (speech influence) and non-verbal means (Аветикова, 2009).

Romaniuk distinguishes four types of speech influence: informational, argumentative, manipulative, suggestive and influence on the consumer by projecting a symbolic image (Романюк, 2014: 217-222). Informational influence occurs by stating certain information in order to attract the addressee's attention to it and encourage him/her to take the actions necessary for the addresser, argumentative influence - through logical convictions, manipulative influence - through emotions on

the consciousness of the addressee, suggestive influence - through emotions on the subconscious of the addressee, and the last type of influence - through the projection of a symbolic image (it aims to retain or restore information about the product in the memory of consumers).

With a focus on online advertising, it is important to note that this type of advertising is increasingly being used as an alternative channel of information flow compared to traditional means of advertising (Кузубна, 2018: 25). An important feature of Internet advertising is its connection with the audience, which is more evident than in traditional means of communication.

Online advertising has combined all the important tools of various information systems, namely: television, radio and print media. Its distinctive feature is interactivity, which helps to involve the addressee of the advertisement in the communication process, forms a positive attitude towards the manufacturer of products and goods, and, as a result, the intention to purchase the advertised item. Unlike other information media, Internet advertising allows a potential consumer to perceive information visually and acoustically, to present it statically and dynamically, and to address it individually and in mass, which other advertising media cannot do simultaneously.

Thus, online advertising is viewed as a separate genre of Internet discourse that is turning into an independent form of communication. This type of interaction is characterized not only by the presentation of the text of the advertising message, but also by the interactive visualization of the product or service being sold.

Conclusion to Part 1

Deixis is a fundamental category of linguistic communication, which denotes the indication of the main components of a typical speech situation, including the participants (addresser and addressee), place and time of the speech act. According to the main parameters of the communicative act, three types are distinguished: personal, spatial and temporal deixis.

The means of deixis contribute to the actualization of the communication situation components and the denotative content of the utterance. Such words do not have a clearly defined meaning: it is determined each time according to the circumstances of a particular communication situation. Different parts of speech can be used as deictic means, usually pronouns, adverbs, demonstratives and prepositions. A deictic element can also be included in the semantic or grammatical structure of a word.

The deictic components of the utterance, which define the pragmatic coordinates “who-where-when”, serve as a means of connecting the text with the extralinguistic reality, and ensure the subjectivity and individuality of the utterance. The creation of a specific speech situation and the interlocutors' awareness of its main components (place, time, and role of the participant) contribute to the successful realization of deictic reference and mutual understanding between speakers.

Discourse is a complex communicative phenomenon characterized by its socio-cultural, pragmatic-situational, psychological and other factors, and has a linguistic (text) and extra-linguistic (knowledge about the world, thoughts, beliefs, and goals) structure. In the framework of a particular discourse, deictic elements have the ability to identify and localize a person, object, or event in accordance with the spatial and temporal context of a particular linguistic communication.

Internet discourse is a communicative environment created on the Internet by electronic means of data transmission that has no time, space, gender, race, etc. restrictions and is capable of influencing the mind of a potential addressee in order to achieve the addresser's goals. This type of discourse has a number of distinctive characteristics, among which are globalization, status equality, creolization, hypertextuality, interactivity, etc.

Among the genre diversity of the Internet discourse, online advertising occupies a prominent place. This type of advertisement creates the communication space that provides opportunities for cooperation and implementation of the communication process between the addresser and the addressee, thereby speeding up

the process of selling goods. The main features of online advertising include interactivity, informativeness, the use of verbal and non-verbal elements, and the application of visual and audio materials.

The implementation of deictic elements in online advertising provides an opportunity to effectively characterize the product, focus on its positive features, and create the effect of relaxed communication between the addresser and the addressee.

II. DEICTIC ELEMENTS IN ONLINE ADVERTISING AND THEIR FUNCTIONS

2.1. Linguistic means of expressing personal deixis

An exceptional role in advertising messages belongs to the units of personal deixis, which are characterized by subjectivity and their meaning is inherent in the orientation towards a person or an object. Personal deictic units are personal, possessive, and demonstrative pronouns, which in the field of advertising speech are filled with specific meaning and used for indirect designation of objects. Therefore, when combined with nouns, adjectives and adverbs, they are used to present a product or service in a favorable way and list its positive characteristics. In accordance with the speaker's intention, pronouns act as signals that should focus the listener's attention on the true meaning of the statement (Білецька, 2017: 91).

According to Shevelov, the peculiarity of the pronoun is that it acquires a specific meaning - and each time a different one - only in specific situations (ШЕВЕЛЬОВ, 2014: 257). The researcher emphasizes that it gives grounds to consider the main pronoun meaning to be an indication of the object and its features. Vykhovanets also notes that the meaning of pronouns depends entirely on the context and the speech situation (ВИХОВАНЕЦЬ, 2004: 184-185).

Zhovtobriukh considers that pronouns differ significantly from the nouns, adjectives, numerals and adverbs with which they are correlated. They are characterized by the most general meaning; they never act as names of a subject, object, quality, or quantity, but perform only an indicative function in the language, which means that their meaning is generalized and indicative. Each pronoun is correlated with many words with similar lexical semantics, generalizes it, but does not name or reveal it (Жовтобрюх, 1994: 20).

Milner claims that pronouns (both personal and demonstrative) used for deictic reference do not have referential autonomy, that is, independent meaning. They are not

able to determine their actual reference in the process of use. In this regard, they acquire it only through the referential correlation with a full-meaning word (Milner, 1982).

Pronouns that express the category of determinacy and refer to the act of speech are divided into two classes. A pronoun that carries the meaning of referring to the participants in the act of speech or to the speech situation is called a deictic pronoun. A pronoun that refers to an utterance or text of which it is a part is called anaphoric (Кононенко, 2020: 33).

Deictic pronouns are divided into two reference-semantic categories:

1) personal pronouns of the first, second and third person, which denote the addresser, the addressee and the object of communication;

2) demonstrative pronouns that indicate the object to which the speaker's pointing gesture is directed.

Biletska considers that deicticity is also inherent in possessive pronouns. They indicate that the object belongs to someone or something and categorically correlate with the corresponding lexical-grammatical class of adjectives. The pronouns *my* and *our* refer to the first person; *your* - to the second person; *their*, *his*, *her* - to the third person (Білецька, 2017: 99).

The first-person singular pronoun *I* usually refers to an expert, advisor, interviewer, or mentor who presents a product or service in online advertising. If the addresser promoting goods is a popular or media personality, it increases trust and encourages more customers to buy the product. However, ordinary people can also achieve effectiveness in an advertising message by telling about their experience, the positive effects of using a product/service, and listing the benefits that customers can get from the purchase. An example of the use of the first-person singular pronoun *I* is the following advertisement for a cosmetic product on the social network Tik Tok.

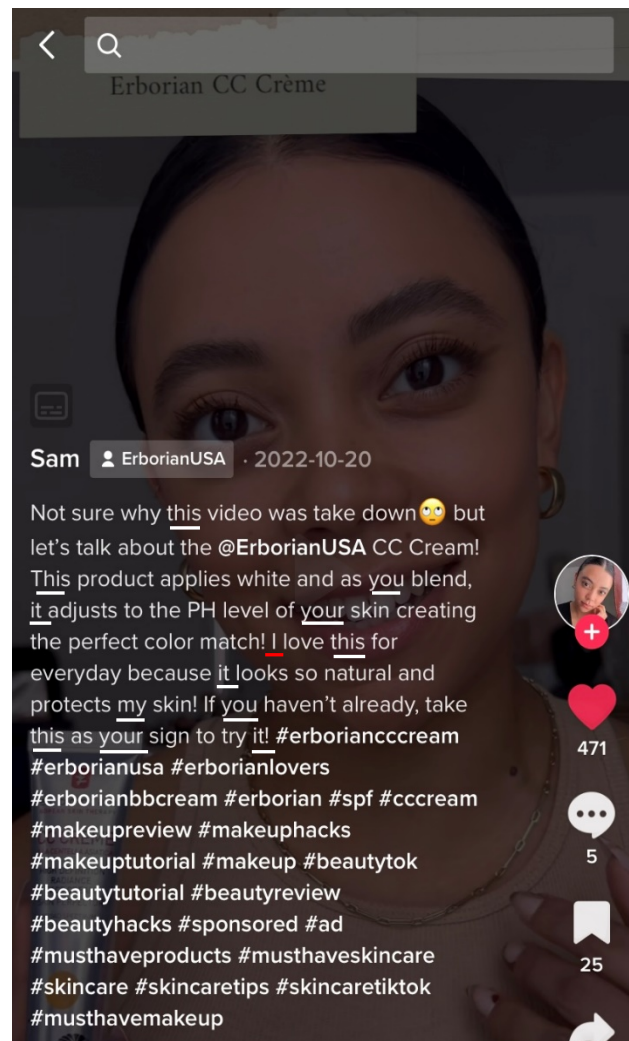
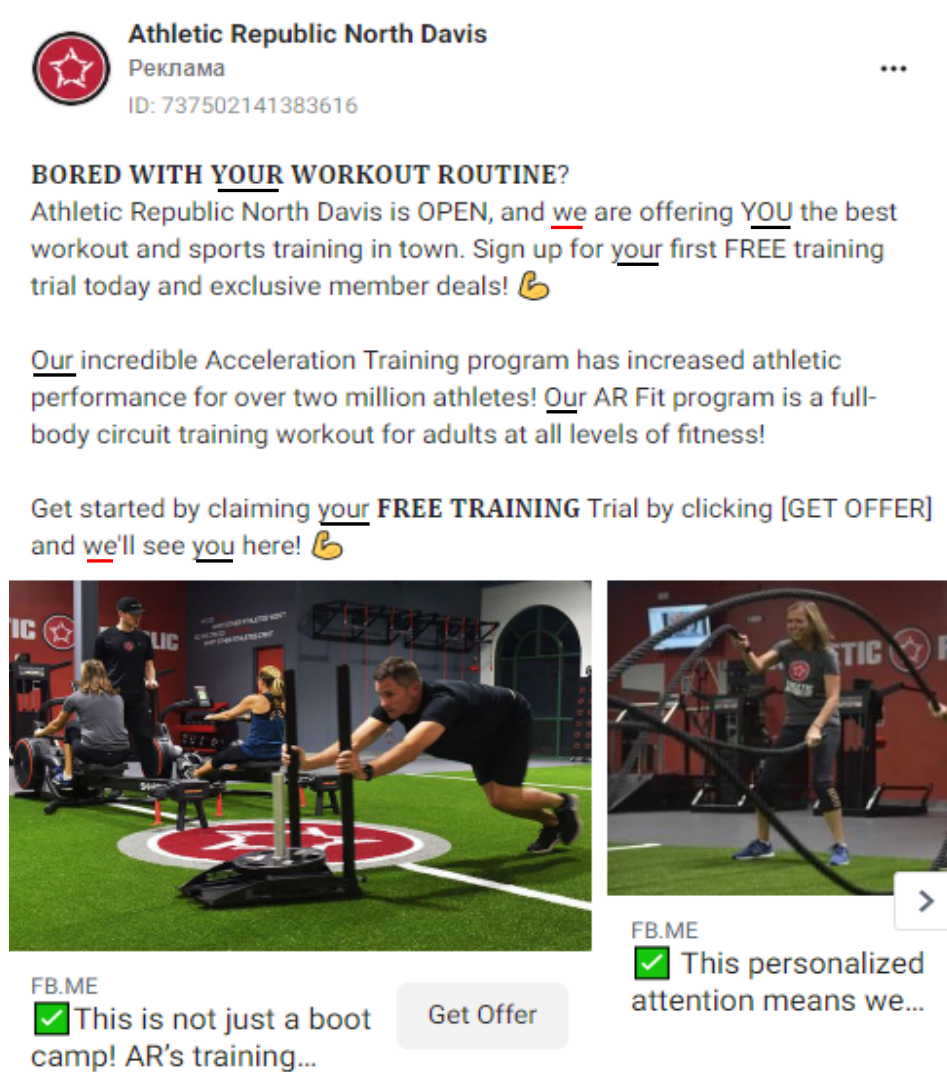


Fig. 2.1. An example of the use of the pronoun 'I' in online advertising (EU)

In the advertisement, a girl presents a cosmetic product that she has personally tested. The inclusion of video material complements the overall picture and impression of the product demonstration. In the text fragment, it can be seen the use of the personal pronoun *I*, which is a deictic element and indicates the author of the advertisement. The girl shares her own experience and explains why she likes this cosmetic product. In addition, the advertisement is filled with other deictic pronouns, namely, demonstrative (*this*), possessive (*your*, *my*) and personal ones (*you*, *it*).

The first-person plural pronoun *we* primarily refers to the company that advertises its product or service. The use of this pronoun provides an opportunity to build a certain communicative unity with the buyer, to include him or her in the group that will potentially like the product due to the apparent coincidence of interests between the addresser and the addressee (Люмакіна, 2001: 14). An example of the use

of the first person plural pronoun *we* is the following advertisement for a sports club posted on the social network Facebook.



Athletic Republic North Davis
Реклама
ID: 737502141383616

BORED WITH YOUR WORKOUT ROUTINE?
Athletic Republic North Davis is OPEN, and we are offering YOU the best workout and sports training in town. Sign up for your first FREE training trial today and exclusive member deals! 🤝

Our incredible Acceleration Training program has increased athletic performance for over two million athletes! Our AR Fit program is a full-body circuit training workout for adults at all levels of fitness!

Get started by claiming your **FREE TRAINING** Trial by clicking [GET OFFER] and we'll see you here! 🤝

FB.ME
✅ This is not just a boot camp! AR's training...

Get Offer

FB.ME
✅ This personalized attention means we...

Fig. 2.2 An example of the use of the pronoun 'we' in online advertising (AR)

In this advertisement, the sports club is the sender of the message and uses the pronoun *we* to conduct a dialog, thus establishing a harmonious relationship with the potential user of the services. In order to distinguish itself from competitors, the addresser informs about its achievements, advantages and special offers using the possessive pronoun *our*. In addition, there are other personal (*you*) and possessive (*your*) pronouns in this advertisement.

The second-person pronoun *you* is almost universally used in advertising, which is the most different from its use in other genres (Cook, 2001: 157). Addressing the audience directly engages their attention. In fact, such involvement is the basis of

any linguistic understanding (Tannen, 2007: 32). Engagement is a state of motivation, arousal, or interest that leads to information seeking, processing, and decision making (Colbert et al., 2001: 83). In such a way, the audience is not a passive agent in the perception of advertising texts. On the contrary, they fill in what has not been said openly, process information, and actively participate in the communication. The process of involvement deepens the audience's impression and helps them to remember the message better because they have made some effort to understand its content (Cook, 2001: 201). In addition to grabbing the audience's attention, using the second person pronoun also creates an intimate atmosphere, similar to a face-to-face conversation (Torresi, 2010: 128).

The image is a screenshot of an advertisement for Infograpify. At the top left, there is a logo for Infograpify with the word 'Реклама' (Advertisement) below it. The main text of the ad is as follows: 'Tweaking the same presentation template from 3 years ago is getting a little old, don't you think? 😞'. Below this, it says 'With Infograpify, you'll present data and numbers in an appealing way with the power of 3500+ professionally-made Infographics, charts, and icons across 80+ niches.' A vertical blue bar is positioned to the left of the next line: 'All you have to do is pick your template, download, add your data and message. And voila! 😊'. This is followed by a list of items to say goodbye to, each with a red circle and slash icon: 'Late nights of work', 'Same old basic templates', 'Multiple design applications', 'Low impact visuals', and 'Complex editing applications'. The text continues with 'Excited?' and 'And it comes to you at just \$39'. The final line of text is 'So, hurry and grab this best deal before the offer runs out.' At the bottom, it says 'Get Instant Access Now' and provides the URL 'https://infograpify.com/fullaccess'. The bottom portion of the screenshot shows a video player interface with a play button over a computer monitor displaying an infographic.

Fig. 2.3. An example of the use of the pronoun 'you' in online advertising (IG)

In this advertisement, the addresser appeals directly to the potential consumer. Thus, the interaction between the participants of the communication act takes on a dialogic form and a relaxed, friendly atmosphere is created. The advertiser also indicates the benefits that the customer will receive and the steps needed to achieve them. In addition, this ad contains possessive (*your*), demonstrative (*this*), and other personal (*it*) pronouns.

Another way to reduce the distance between communication participants and establish a harmonious relationship with a potential consumer is to use the pronoun unity *we-you* in an advertisement. In the following example, personal pronouns indicate that the seller is aware of the buyer's needs.

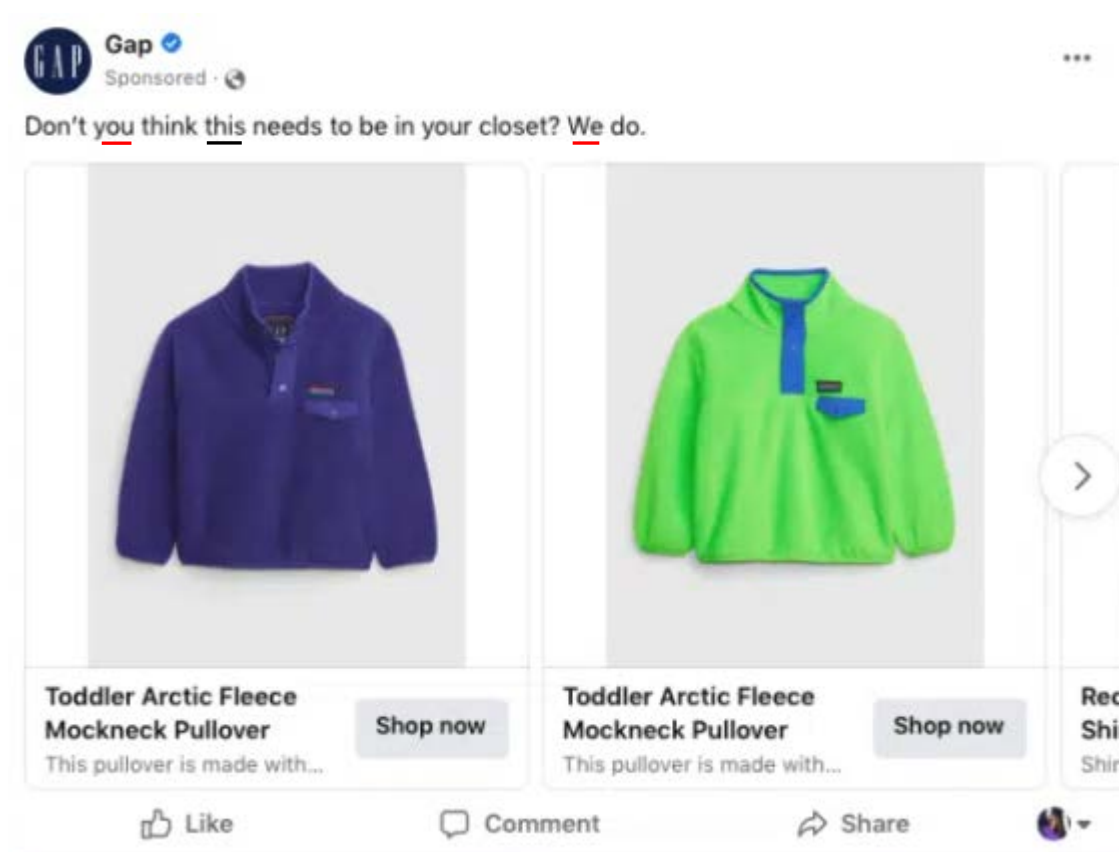


Fig. 2.4. An example of the use of the pronoun unity 'we-you' in online advertising (GU)

The third-person singular pronoun *it* is usually used to refer to the object presented in an advertisement. For instance:

***The CrazyCar** is a plastic ride-on toy car designed for children. The CrazyCar can be propelled by wiggling the front steering wheel which is attached to two pivoting wheels touching the ground. **It** harnesses the natural forces of inertia, centrifugal force, gravity, and friction in order to drive the car forward and backward. **It** does not require a power source such as batteries, fuel, pedals, or gears - **it** simply runs on the child's ability to wiggle the steering wheel. (ET)*

The third person plural pronoun *they* is used in advertisements to refer to a person or object that has already been mentioned before. For example:

***Platform ankle boots** and stable heels - are a must-have this season! With their platform ankle boots, you can wear them with your favorite outfits from jeans to dresses or skirts, making them the perfect addition to any closet! These shoes are made of stretch, so **they**'re great for everyday use. (KA)*

The use of the third-person singular pronouns *he* and *she* in advertisements demonstrates the simultaneous involvement of the seller, the potential buyer of the product, and its possible consumer in the text. This happens when the message is addressed to one group of users but actually includes others. Typically, this is advertising gifts for women and men. For instance:

*Every man wants quality and great workmanship in the items **he** uses every day. Gift your man the perfect pieces that will compliment his style & that **he**'ll reach for daily with a gorgeous personalized leather belt and leather wallet found on @trendhim along with a vast assortment of other gift ideas sure to meet the wants & needs for your special guy. (TH)*

In online advertisements, the possessive pronoun *our* is used alongside nouns to introduce the addressee of the communication. In particular, to refer to a seller, the pronoun *our* can be combined with such nouns as shop, company, team, organization, website etc. For example:

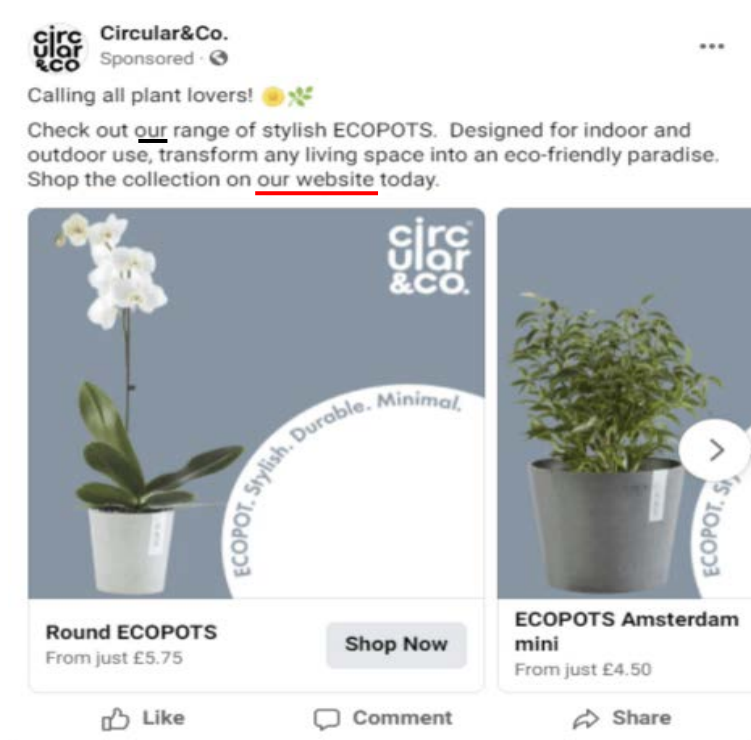


Fig. 2.5. An example of the use of the pronoun 'our' in online advertising (CC)

In addition, the possessive pronoun *our* is used to refer to the product or service being advertised. In this case, the advantages and exceptional characteristics of the product can also be listed, which give an advertisement a significant argumentative potential. For instance:

*Cross your heart - you'll fall head over heels for **our original diamond X Ring**. Brilliant in shape and sparkle, **our X Ring** is an extravagant beauty. The glow of gold is punctuated by 37 individual diamonds totalling nearly half a carat, offsetting its sparing form with lavish radiance. (AN)*

The possessive pronoun *your* is used mostly in combination with nouns to indicate what is proposed to be improved by the advertised product or service (your beauty, your lips, your style, your eyes, your hair, your smartphone, your house etc.). For example:

*Achieve the ultimate glossy and plumped lip with our all-new high-shine lip oils - Revolution Pro Glossy Plump Lip Oils. They give a gorgeous subtle tint to the lips whilst keeping them hydrated and plump. The travel-friendly component means **your lips** can stay luscious, wherever you go!*

A tinted plumping lip oil infused with plant-based soybean, jojoba oil and vitamin E to keep your lips plumped and hydrated. (PL)

This example demonstrates that the use of the pronoun *your* helps to create the illusion of caring for the consumer and an atmosphere of trust between communicators.

As with the personal pronouns of the third person singular, the possessive pronouns *his* and *her* serve to involve a third person in the act of communication. Generally, they can be used in online advertisements for children's products, such as clothes, toys, and other items. For instance:

Simple, elegant and comfortable, this dress by Calvin Klein features a sleeveless fit-and-flare silhouette trimmed with mesh, a satin belt cinches the waist while a playful skirt amplifies her twirl power. (MA)

In this advertisement, the seller of the product tries to convince the potential buyer that the dress will suit his/her daughter and emphasize her twirl power, thus involving a potential consumer who will also like the product.

Thus, after analyzing the use of deictic pronouns in online advertisements, it can be concluded that they help to reduce the distance between communicators, intimate their space, and differentiate the advertised product or service by pointing out its exceptional characteristic. The proper use of pronouns depends on the specific situation of the advertisement.

2.2. Linguistic means of expressing temporal deixis

The category of time determines the direction of development in the information field of advertising discourse. Samokhina and Bieliaieva define temporality as a set of linguistic means of different levels that express the author's subjective and evaluative attitude to the objective time reflected in the text and form the type of text in terms of its temporal characteristics (Самохіна, 2018: 24-28). Shevchenko points out that temporality ensures the discreteness of information, localizes the event, provides topical coherence, and is the central force of the text (Шевченко, 2012: 141-145).

The main category of words that effectively denote time in English are the adverbs of time. In particular, these are the words *now* and *then*, which are the basis of temporal deixis. The adverbs *now* and *then* characterize events, phenomena, objects, and persons in relation to the actual time - the moment of speech. They do not express any objective time, but rather indicate the moment of a particular act (*now*) and the time that precedes or follows the speech act (*then*). The semantics of the word *then* refers to events both to the previous and to the subsequent moment in time.

The main function of these words is to distinguish objects, phenomena, and events in terms of their proximity or remoteness in time according to a specific point of reference, the center of speech coordination.

Terekhova emphasizes that the peculiarity of the use of English-language adverbs of temporal reference is their usual placement at the beginning or at the end of a sentence (Терехова, 2018: 111-114). One of the characteristic features of temporal deixis is the presence of time contrasts regarding the moment of action realization (past – present, present - future, etc.). This implies that there are deictic adverbs of time that denote the moment coinciding with the center of temporal coordination (*now, at the moment, today*), the moment preceding the center of temporal coordination (*ago, already, recently, last, before*), the moment following the center of temporal coordination (*then, after, later, next*).

The deictic adverb *now* is often used in advertisements to create a sense of urgency and immediacy, encouraging the audience to take action promptly. This is because *now* implies that the opportunity being presented is only available for a limited time and that taking advantage of it immediately is crucial.

For instance, in the following advertisement for a limited-time sale the deictic adverb *now* is used to encourage viewers to take advantage of the sale before it ends.



Fig. 2.6. An example of the use of the adverb ‘now’ in online advertising (DU)

In addition to creating a sense of urgency, the use of *now* in advertisements can also help to establish a sense of authority or importance. By using phrases like “*Now available*”, advertisers highlight the significance of their product or service and suggest that customers should act quickly to take advantage of the opportunity.

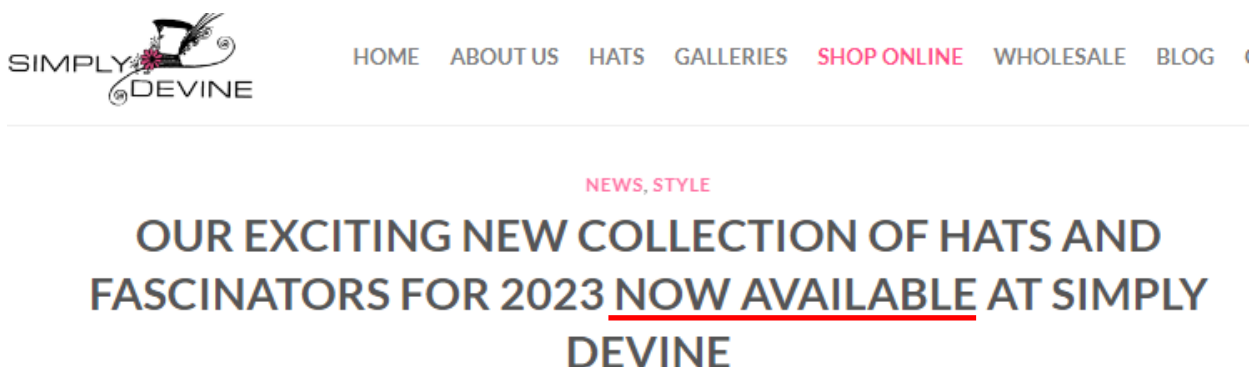


Fig. 2.7. An example of the use of the adverb ‘now’ for emphasizing the significance of an advertised item (SD)

Moreover, the use of *now* can also help to engage the audience by making the advertisement more dynamic and interactive. For instance, an advertisement that uses phrases like “*Join us now*” or “*Start now*” can encourage the audience to take immediate action and become more involved with the brand or product.



Fig. 2.8. An example of the use of the adverb ‘now’ for engaging the audience (TV)

The deictic adverb *then* in advertising can help create a narrative structure that engages the customer and keeps their attention. For instance, an advertisement for a dentistry might say:

*If you have been looking for a team of expert dentists to restore your smile and craft your new pair of custom dentures, **then** Atlantic Family Dentistry is your best bet.* (AF)

The use of *then* in this context indicates a cause-and-effect relationship between the customer's need and the effectiveness of the product/service, which can be convincing for those looking for solutions to their problems.

Another way of using *then* in advertising is to create a sense of progress or development over time. For instance, an advertisement for a beauty service might say:

*HydraFacial is a gentle yet effective treatment that involves a patented, multi-step process that deeply cleans and exfoliates without causing irritation or discomfort. **Then**, your skin is saturated with intense moisturizers, boosters and other nourishing ingredients personalized to your exact needs to seal in the benefits of treatment. (RS)*

The use of *then* in this context suggests a step-by-step process of using the service, which can be reassuring to customers who may be hesitant to try something new.

In online advertising, there are also adverbs that denote the moment that follows the center of temporal coordination, such as *soon* and *later*. For instance, a presentation of a new product may be accompanied by the phrase “*Coming soon*”:



*BE ICONIC THIS SEASON. **Coming very soon**, stay tuned!*

Fig. 2.9. An example of the use of the adverb ‘soon’ in online advertising (MG)

The use of the deictic adverb *soon* in this advertisement creates anticipation, suggesting that something exciting will be released in the near future. In this way, the seller makes the customer interested in the possibility of purchasing a new product and being one of the first to do it. In addition, the use of the verb *come* in the Present

Continuous emphasizes the continuity of a certain moment relative to the center of temporal coordination.

Deictic adverbs are also used in online advertising to indicate future delivery times, performing both deictic and informative functions. For example: Delivery within 2 working days, Same day / Next day delivery, Delivery within 12 hours.

The temporal deictic *always* is often used in advertisements to emphasize the reliability or consistency of a product or service. By using *always*, advertisers are implying that the product or service will consistently meet the needs or expectations of the consumer. For instance, a clothing store can guarantee the quality and availability of its products as follows:

*H&M's women's clothes section offers a wide range of fashion for all – **always** with a focus on quality and the right price. (HM)*

Overall, the use of the deictic adverb *always* in advertisements serves as a persuasive tool to influence the consumer's perception of the product or service being advertised. It conveys a sense of trustworthiness and dependability, which can help to build brand loyalty and drive sales.

Consequently, the linguistic means of expressing temporal deixis in online advertising are adverbs of time, which can refer to the past, present and future tense in relation to the moment of communication. They are primarily used to formulate persuasive strategies and to orient customers to the terms of sale.

2.3. Linguistic means of expressing spatial deixis

Spatial deixis refers to the use of spatial relationships to communicate meaning and orient oneself in a given context. In the physical world, spatial deixis relies on one's perception of the surrounding environment to locate oneself and navigate through space. In cyberspace, where the environment is virtual and lacks physical properties, spatial deixis can be employed as a means of orientation.

The deictic elements of spatial deixis include prepositions (*away, to, back, down, up, out, in, forward, side, etc.*), adverbs (*here, there*) and demonstratives (*this, that*). Biletska states that these deictic elements are means of orientation, comparable to indices in traditional texts. Thus, there is a kind of transposition of the meaning of some categories of deictic elements, which in hypertext combine two functions: the primary (locative) traditional function of indicating the user's place or the location of the text in virtual space, and the secondary function of the so-called textual/discursive or narrative deixis (Білецька, 2017: 14).

According to Levinson, discourse deixis focuses on the use of expressions in a particular utterance to denote a certain part of the discourse that encompasses that utterance. This type of deixis is a means of orienting in the text through the person who is writing or speaking. It is also a means of referring to textual passages that have been mentioned previously in the text, will be mentioned in the future, or are used in conjunction with a reference that points to the passage itself. Discourse deixis encodes references to the parts of the discourse in which the utterance is located (Levinson, 2008: 62). The deictic elements that perform this function are the words *further, above, below, here, there, etc.*

The peculiarity of virtual space and, accordingly, online advertisements is the discrepancy between the place of text creation and the spatial point of reference for the placement of the product description. Therefore, in this case, it is relevant to consider the phenomenon of secondary deixis, which is not directly related to the speech situation, but is a transformation of primary deixis in a special speech mode and which indicates a change in speech position and role (Олешко, 2016: 48). Secondary deixis occurs when the figure of the observer does not coincide with the person who speaks or writes, i.e. the real producer of the utterance. Transposed deixis is formed in an imaginary situation, replacing the context of actual speech as the indexical basis of the deictic form.

Secondary deixis is realized in the text through a number of characteristic features, which are called “deictic projections” (Єзерська, 2020: 87). Deixis is

projected onto the text through universal meanings: person, space, time; through the point of view of an observer who has a certain position in space and time; through the opposition of near - far in relation to the text from the observer's perspective.

The use of secondary deixis and the shifting of deictic parameters can often be observed in advertisements for children's products:

*Your Newborn is **here! Now** what? Congratulations, your incredible journey with your precious baby has begun. This memory book will help you to capture your baby's special moments **from birth up to 1 year old**. Put it all in 1 book! Document all measurements, 1st picture (following page left blank intentionally to add more pictures or letters to your baby), 1st footprints (following page left blank intentionally to add more pictures or letters from Grandparents, Godparents, Aunt or Uncle to baby), exams/test, doctor's appointments, feeding, diaper changes, medications/vitamins, sleep times and more. Perfect baby shower gift, everything all in 1 place. Stay organized in that busy 1st year of your baby's life. (AMZ)*

In this example, the deictic center of the text is a person whose child has recently been born. The adverb *now* is the time point of reference of the new life and the period of relevance of the offered product. The expression *from birth up to 1 year old* denotes the period of using the advertised item. The locative adverb *here* is the location of the person and his/her child. That is, in this case, there is a shift of deictic parameters from the author of the text to its reader.

Deictic prepositions like *in* and *on* are commonly used in advertisements to provide specific information about the location or placement of products or services. Here are some examples of how these prepositions are used:

(1) *We found the dress you've been looking for right here **in** our latest collection of women's dresses. From trending dress styles in new-season prints to must-have designs in mini, midi and maxi lengths, boohoo has a dress for every occasion. (BH)*

(2) *Find our adorable mushroom candles **on** our website, link in bio. (MM)*

Deictic adverbs such as *here* and *there* are used in advertisements to indicate the location of something in relation to the addresser or the addressee. By using these words, the advertiser can create a sense of proximity or distance between the product or service and the target audience. Moreover, the adverb *here* can create a feeling of closeness and immediacy. It suggests that the product or service is nearby, easily accessible, or within reach. For instance:

The smaller version of our seasonal floral print boot is here for kids with outsized attitudes. The 1460 8-eye boot gets a bold reworking with our archive inspired floral with a screen print effect. (DRM)

In addition, the deictic element *here* can be part of a hyperlink that takes the customer to a web page with more detailed information about the product, its care, usage, and other details:

Maintenance of R. Riveter Leather:

We love using real veg tanned leather in our handbags because they just better with age. If you happen to get scratches or water marks, you can usually get the bag looking new again with just a little maintenance. Please [click here](#) to read about how to care for your veg tanned leather.

Fig. 2.10. An example of the use of the adverb 'here' as part of a hyperlink in online advertising (RR)

The adverb *there* is rarely used in online advertising. It refers more to a possible situation in the future and outlines the time and place where the customer is not currently located, that is why it does not cause an urgent need to buy the product. For instance:

No matter where you are or where you are going @Lubriderm_us is there to help keep your skin hydrated and healthy looking all throughout the journey! (LD)

Another type of deictic elements that serve to identify space in online advertising is the demonstrative pronouns, such as *this/these, that, those*. They form an image of a product on a virtual store shelf in the recipient's mind, act as an indication

of the product/service, and create a deictic text projection. Therefore, the real location of the product is transformed (replaced) by the location of the photo or description of the product in the online store (Білецька, 2017: 121).

Examples of the use of the demonstrative pronouns are the following advertisements:

(1) *Keep it cool in **these** cargo shorts from our We The Free collection, featured in a slouchy, relaxed fit and low-rise style with oversized pockets and utility details.* (FP)

(2) *Mee Mee tooth brush is an ideal baby tooth brush. Once your baby has all his or her milk teeth, it is the time to introduce a proper tooth brush for oral cleaning. **This** tooth brush comes with a big handle that provides a better grip. The edges of **this** Mee Mee baby brush are soft and do not hurt your baby.* (FK)

The pronouns *these* and *this* indicate and emphasize the advertised products, and they also demonstrate to the customers that the offers are available here and now. In addition, demonstrative pronouns can be used in online advertising on their own, without a noun, thus shortening the ad text and focusing even more attention on the product. Alternatively, different adjectives can be added between the demonstrative pronoun and a noun to list the positive features of the advertised item.

As in the case of the adverb *there*, the demonstrative pronouns *that* and *those* are rarely used in online advertising. They usually indicate the remoteness of an event or product offered for purchase. Moreover, these pronouns can acquire both positive and negative meanings in an advertisement. For instance:

(1) *This pure cotton dress is perfect for **those sunny playdates and parties**. Short-sleeved design with a neat square neck, cut to a comfy regular fit. Complete with fun pom-pom trims on the sleeves and skirt, plus a deep frill at the hem that features a pretty ric-rac trim. This dress comes with a matching scrunchie for a coordinated look.* (MS)

(2) *Meet a modern take on an iconic style. The NV03's rectangular profile is the ideal shape for blocking out those sunny day rays, while the no-screw hinges keep them right where you want them.* (NK)

In the first example, the demonstrative pronoun *those* takes on a positive meaning, as it refers to pleasant moments and events in the life of the potential buyer's child. It can serve as a strong argument for making a purchase. In the second example, the pronoun *those* acquires a negative meaning, as it indicates the unpleasant phenomenon of sun rays, which must be blocked by sunglasses. However, at the same time, the addresser assures the potential customer that the offered product will help to cope with this task.

Therefore, the linguistic means of expressing spatial deixis in online advertising are prepositions, adverbs and demonstrative pronouns. They serve to orient the customer in the online store, indicate the exclusivity and positive features of the product and the availability of its purchase.

Conclusion to Part 2

In virtual space, deictic elements play an important role in maintaining high-quality and successful interaction between individuals, helping them achieve certain communication goals and mutual understanding. In contrast to live communication, there are certain obstacles in creating effective interaction in cyberspace, namely the lack of a single location and time of communicators. This is particularly relevant to online advertising, because the deictic reference, which in live communication refers to actual interlocutors, shifts to another person or object as a result of the discrepancy between the time and space parameters of the addresser and the addressee.

The linguistic means of expressing personal deixis in online advertising are personal and demonstrative pronouns. They help to reduce the distance between communicators, intimate their space, and differentiate the advertised product or service by pointing out its exceptional characteristic.

First-person pronouns usually indicate an expert, advisor, interviewer, mentor, or a company that advertises its product or service. The second-person pronoun *you* is used to directly address the audience and creates an intimate atmosphere, similar to a face-to-face conversation. The use of the third-person singular pronouns *he* and *she* in advertising demonstrates the simultaneous participation of the seller, the potential buyer of the product, and its possible consumer in the text.

The possessive pronoun *your* is used mostly in combination with nouns to indicate what is proposed to be improved by the advertised product or service. As with the personal pronouns of the third person singular, the possessive pronouns *his* and *her* serve to involve a third person in the act of communication.

The linguistic means of expressing temporal deixis in online advertising are adverbs of time. They denote the moment coinciding with the center of temporal coordination (*now, at the moment, today*), the moment preceding the center of temporal coordination (*ago, already, recently, last, before*), the moment following the center of temporal coordination (*then, after, later, next*).

The deictic adverb *now* is often used in advertisements to create a sense of urgency and immediacy, encouraging the audience to take action promptly. The adverb *then* can help create a narrative structure that engages the customer and keeps their attention. Moreover, it indicates a sense of progress or development over time. The deictic adverb *soon* creates anticipation, suggesting that something exciting will happen in the near future. The adverb *always* is often used in advertisements to emphasize the reliability or consistency of an item advertised.

The linguistic means of expressing spatial deixis in online advertising are prepositions, adverbs and demonstrative pronouns. They serve to orient the customer in the virtual space, indicate the exclusivity and positive features of the product and the availability of its purchase.

Deictic adverbs such as *here* and *there* are used in advertisements to indicate the location of something in relation to the addresser or the addressee. The prepositions

in, on help customers to find specific information about the placement of the promoted item. The demonstrative pronouns *this/these, that, those* are used to indicate the advertised product, its positive characteristics and availability.

Consequently, after analyzing the means of expression and application of deictic elements in online advertising, it can be concluded that they all serve to establish high-quality communication between the addresser and the addressee and help to realize their main goal of buying and selling goods.

III. DEICTIC ELEMENTS AS A MEANS OF EXPRESSING COMMUNICATIVE STRATEGIES IN ONLINE ADVERTISING

3.1. Theoretical principles of communicative strategies in online advertising

According to the fact that online advertising is one of the most widespread types of communication in the modern world, it is reasonable to study and understand its communicative and pragmatic aspects that influence the effectiveness of interaction between the participants of the communicative act.

Khomenko claims that an advertising text is a speech act, which presents the addresser, the addressee and the object of the message, i.e. the utterance. In a speech act, two actions are realized simultaneously: the utterance itself (locative act) and the illocutionary act, which is the realization of the speaker's communicative intention. An advertising statement in this act is intended to influence the recipient, i.e. it has a perlocutionary or pragmatic effect (Хоменко, 2010: 222).

The researcher also states that an advertising text is a “pragmatic text” because it actualizes certain communication strategies that are focused on understanding the conditions for the appropriate choice and use of language units in order to achieve the ultimate goal of communication, namely to influence the addressee in the process of a speech act.

Diachuk has similar views on the phenomenon of advertising, as he considers it as a pragmatic concept, a complex speech act carried out with certain intentions and goals and resulting from the producer's purposeful activity in response to external stimuli that set certain properties and functions for the text, depending on the pragmatic attitudes of a particular cultural community (Дячук, 2015: 5).

Taking into account the communicative and pragmatic parameters of advertising discourse, the addresser uses language as an instrument of speech influence on the individual and collective consciousness (subconsciousness) of the addressee in

order to model his or her ideas, behavior, intentions and motivation to purchase a product (service).

The concept of influence is defined as the process and result of an individual changing the behavior of another person, his or her attitudes, intentions, perceptions, assessments (Wodak, 1996: 77), as well as various ways of verbal and non-verbal emotionally colored pressure on a person to create a certain state or induce special actions (Jorgensen & Phillips, 2010: 170).

In order to achieve the goals of communicative influence, the addresser applies certain strategies that are constitutive features of any type of discourse. Strategies of communicative influence in advertising discourse are defined as methods of selecting, structuring and presenting information about the advertised object (Малинівська, 2016: 44). These techniques are subject to the goals of communicative influence, which is beneficial for the representation of the advertised product. The main goal of communication strategies is to distinguish the advertised object from other competitive objects and emphasize its attractive properties (real and/or symbolic) for the addressee.

There are numerous scientific works devoted to the study of strategies in different types of discourse, therefore, the definition of this phenomenon can be interpreted in different ways:

- a plan for the optimal realization of a communicative intention that defines a set of linguistic and speech means (Drewniany, 2010: 130);
- a sequence of speech actions organized depending on the goals of communicative interaction (Cook, 2001: 172);
- a specific planning of the process of speech communication depending on the particular conditions of communication and the personalities of the communicators (van Dijk & Kintsch, 1992: 54).

The most relevant for advertising discourse is the interpretation of communicative strategy as a set of speech actions aimed at achieving the speaker's overall communicative goal (Селіванова, 2006: 54). This definition leads to the

conclusion that strategy is the basic concept of the communicative and pragmatic analysis of advertising discourse.

A separate tool for implementing strategies is the concept of communication tactics, which influences the choice of means of performing communication acts. This linguistic phenomenon involves a specific way of fulfilling the intentional program of the discourse, subordinated to the communicative strategy (Селіванова, 210: 270), or speech steps determined by the strategy, which lead to the achievement of the main communicative goal (Яшєнкова, 2010: 156).

The concepts of strategy and tactics are related as a general phenomenon to a particular one; a set of separate tactics constitutes a system of actions, techniques and lines of behavior that ensure the effective implementation of a specific communication strategy.

Communication tactics are realized by applying various linguistic and paralinguistic means. The proper choice and implementation of these elements help to achieve a successful intentional impact on the addressee and the realization of the communicative goal. According to Biletska, deictics are key elements of influencing the addressee in advertising discourse due to their unique property of reference and highlighting specific objects (Білецька, 2013: 161).

Despite the fact that communication strategies and tactics are the subject of many linguistic studies, there are still no clear definitions of these terms. Belova states that communicative strategies and tactics are a relatively new object of study in linguistics compared to language, text, and even discourse (Бєлова, 2004: 12). She emphasizes that there are still no generally accepted definitions of these concepts, no clear distinction and classification. This is probably related to the fact that the nature of speech communication is multilevel and multifunctional.

Given that the main goal of the addresser of online advertisements is to encourage the addressee to purchase a product or use a service, there is a need to achieve such communication goals as attracting the addressee's attention to the object

of advertising, highlighting its positive qualities, distinguishing it from competitors, etc. Therefore, it can be concluded that the most relevant strategies of influence in online advertising are the product positioning strategy and the argumentative strategy, which in turn are divided into certain communicative tactics in accordance with the peculiarities of using deictic elements in online advertisements.

3.2. Implementation of the positioning strategy

Online advertisements are designed to reach a wide audience and provide them with information about the features, benefits, and availability of a particular product or service. The positioning strategy is to inform the addressee about the advertised object, distinguish it from similar ones, and form the necessary perception of this object (СВЕКЛА, 2015: 56). The main function of this strategy is not only to introduce new products to the potential consumer, but also to create the most effective position for the advertised product or service, which distinguishes it from competitors.

The positioning strategy is basic and designed for a wide range of consumers with different psychological types of thinking. With this strategy, the addresser influences the addressee through information, appealing to his or her interests and priorities, since for a large number of consumers, the informative content of advertising is the main reason for making a purchase decision (Drewniany, 2010: 178).

Since the scope of deixis includes an indication of the participants in the speech act, for instance, the speaker and the addressee, the degree of remoteness of the object of utterance, and the temporal and spatial localization of a certain object, it can be argued that deictic elements play a key role in attracting and focusing the attention of a potential buyer to the advertised object.

Moreover, in the case of the product positioning strategy in an online advertisement, it is appropriate to consider the secondary deixis, since the addresser places the advertised product, not him/herself or the potential customer, in the deictic center of communication. Thus, the traditional center of deictic orientation and its temporal and spatial coordinates are shifted. The positioning strategy is realized

through the use of deictic elements of personal deixis, namely the third-person pronouns *it* and *they*, which indicate the advertised object and act as the deictic center of communication.

In online advertising, the product positioning strategy includes two tactics, namely the tactic of product differentiation and the tactic of emphasizing positive information of the product.

3.2.1. Tactics of product differentiation

The tactic of differentiating a product (service) or company is aimed at distinguishing the object of advertising from similar ones and creating its positive image, focusing the addressee's attention on the distinctive and attractive characteristics of the product. The author of an advert selectively highlights features that are beneficial or desirable to the target audience. By emphasizing these specific features, the addresser seeks to create a sense of superiority or value in the minds of consumers, implicitly suggesting that the product is better than its competitors. An example of the implementation of a product differentiation tactic is the following online ad:

*Tasteful and transitional, this elegant sofa makes an excellent addition **to any seating ensemble**. Founded on a solid pine wood frame, this sofa strikes a dramatic silhouette with a full backrest, rolled arms, and four bun feet. Rounding out the design, sinuous spring suspension supports medium-firm high-density foam and synthetic fiber cushions, accented by button tufting and the gleaming nailhead trim. This sofa is an excellent addition **to your living room seating ensemble**. (WF)*

In this advertisement, the author uses the demonstrative pronoun *this* to draw the addressee's attention to a specific element with which he or she should interact. In this way, the seller emphasizes the closeness and relevance of the product to the customer, encouraging him/her to make a purchase. In addition, the use of the possessive pronoun *your* at the end of the text shifts the focus of the advertisement

from a general statement to an individualized experience. It implies that the product being promoted is specifically tailored to meet the needs or desires of the customer.

The next deictic element used in product differentiation tactics is the possessive pronoun *our*. It is mainly used with various adjectives that emphasize the positive characteristics of the advertised product. In this way, the seller highlights the advantages of the product they produce. For instance:

Introducing our exquisite silver moon and star necklace, featuring dazzling cubic zirconia stones that sparkle like the stars in the sky. This celestial-inspired necklace is perfect for anyone who loves to gaze at the night sky and marvel at the beauty of the universe. (ETS)

In addition, the possessive pronoun *our* can be used in an advertisement simultaneously with the demonstrative pronoun *this*. Such a combination is used to show which products are the most popular with the seller. For example:

This elevated version of our bestselling Aria Belt Bag is embellished with a sleek metal buckle and has a functional magnetic closure. Just like the original, it features 3 interior pockets that can fit up to an iPhone 14 Pro Max. Wear yours as a belt bag, a sling bag, a crossbody, or a clutch. (SR)

Biletska notes that the use of the possessive pronoun alongside other deictic elements, namely, personal or demonstrative pronouns, makes its meaning secondary, as it is absorbed by the meaning of the stronger deictic (Білецька, 2017: 157).

In online ads, it is also possible to observe the parallel use of the possessive pronouns *our* and *your*. This technique helps to position the product as suitable for the customer and as a solution to their needs or problems. In addition, the pronoun *our* can be used together with third-person possessive pronouns. This combination is usually found in advertising for gifts or products for children. In this case, the advertised product is suitable for a potential customer who aims to satisfy the needs of a third party. Examples of the implementation of these techniques are the following advertisements:

(1) *Safely store, serve and reheat your favorite dishes with our essential glass containers. Sold in a set of five, each one features a plastic lid with an airtight seal that ensures food stays fresh and prevents leaking. The stackable design of the containers enables space-saving storage. (WS)*

(2) *Our Personalised Daddy and Me Dinosaur Mug makes the perfect gift for Dad on Father's day or for his birthday. The personalised mug is perfect for Dad to drink his cup of tea or coffee. (NHS)*

Another type of deictic elements used to implement product differentiation tactics are time adverbs. They indicate the period of using the advertised object or certain situations in the future in which the product will be relevant to the customer. For instance, the deictic adverb *always* is often used strategically to emphasize a continuous or constant quality of a product or service. By employing this element, advertisers imply that their offering is consistently beneficial, reliable, or accessible to customers. In this way, the adverb *always* serves as a persuasive tool to instill confidence in potential consumers and encourage them to make a purchase. An example of the use of time adverbs in product differentiation tactics is the following advertisement:

You'll always be ready to show off how good you look when you're wearing the Lulus Perfect Energy Purple Multi Floral Print Bustier Bodysuit! Lightweight, crinkle-woven fabric boasts an lush, artistic floral print as it shapes this flattering bodysuit. (LL)

Consequently, the tactic of product differentiation in online advertising is aimed at distinguishing a product from similar ones on the market and emphasizing its best characteristics, encouraging potential customers to make a purchase. By implementing deictic elements, advertisers can effectively engage the audience, create a sense of relevance and direct addressee's attention to unique product features.

3.2.2. Tactics of emphasizing the positive information of the product

Emphasizing the positive information of a product is a common tactic used in online advertising to highlight the benefits and advantages of a product or service. This tactic aims to create a favorable perception of the product in the minds of consumers and increase their likelihood of making a purchase. All the advantages and positive characteristics of the advertised object specified by the addresser must be reliable, as inaccurate information can destroy the seller's reputation and the trust of customers.

The key role in the implementation of this tactic is assigned to the demonstrative pronouns *this* and *these*, as they directly point to the advertised object and, together with positive adjectives, emphasize the advantages and exceptional characteristics of the product. For instance:

Inspired by the wondrous beauty of nature, these gorgeous earrings are blooming with fine crystals. Set on gold-tone plating, the pink design features five petals artfully arranged around a central stone with a deeper hue. A captivating design for floral days. (SW)

In this advertisement, the addresser uses the adjective *gorgeous* with a positive connotation to create an attractive image of the promoted product. This technique can have a significant impact on the customer's decision to make a purchase.

In order to focus the addressee's attention on the advertised object more effectively, the author of the text can repeatedly use the demonstrative pronoun *this*. The repetition of this deictic element throughout the text, along with different forms of the product name, helps to keep the potential customer focused on the advertised offer and its attractive characteristics. For example:

This Black Beechwood Knob Handle Walking Cane was crafted by Royal Canes with comfort in mind. This stunning conversation starter has a beautiful pewter collar that pops against the rich black wood. The smooth handle is not only sleek in appearance but also fits the palm for the optimal user experience.

This statement piece pairs especially well with a crisp suit or evening gown for an understated and classic look that will attract just the right amount of attention on your big night out. (FC)

In addition, the demonstrative pronoun *this* can be used in an advertisement on its own, without the name of the product. In this case, it functions as a subject or an object in a specific sentence of the advertising text:

(1) **This** is a great go-to gift that is sure to be used and admired! Made of high quality bamboo, this cutting board is a great size, measuring 13.75" x 9.75" x 5/8". Not too big to be cumbersome, but large enough to be functional! (ZZ)

(2) A casual classic that's always on-trend, these sneakers feature Cole Haan engineering inside and out. With a Grandfoam insole, you get all-day comfort and cushioned, lightweight steps. Smooth leather uppers with perforations for airflow make **this** a wardrobe staple. (MW)

The next type of deictic elements used to implement the tactic of emphasizing positive information about a product are the third-person possessive pronouns *its* and *their*. Their function is to highlight certain characteristics, features, or details of the advertised object. The following advertisements are examples of the implementation of these deictics:

(1) Comfort, style, convenience...and a bit of a tropical vibe too! This long-sleeve button-down shirt in an island-inspired palm tree pattern is ready for vacation or your own backyard. **Its** soft, breathable cotton blend is machine washable and wrinkle resistant, and the roomy fit layers easily over a tee. (DXL)

(2) George Cleverley's 'Joey' loafers have a more laid-back vibe than traditional pairs thanks to **their** comfortable rubber soles. They've been handcrafted in England from full-grain leather and detailed with penny slots. (MRP)

The definite article can also be used to implement the tactic of emphasizing positive information about a product. According to Biletska, this element performs the

function of highlighting and fixing the deictic focus of the text (Білецька, 2017: 153). For instance:

The Puffin Sleeping Bag Bottle Cooler is the most fun way to drink your beverages this season. These can coolers don't just look great—they are packed with insulation and offer a convenient carabiner with a bottle opener. Your bottles will stay ice cold, and all your friends will be asking where they can get a can cooler like yours. Tuck your bottle in and keep it colder longer with the Puffin Sleeping Bag bottle cooler.
(PR)

In this advertisement, the addresser uses the definite article before the name of the product at the beginning and at the end of the text, thus identifying the promoted object and fixing the addressee's attention on it. The author also applies other deictic elements in the text to maintain the interest of the potential customer and emphasize the positive characteristics of the product.

Consequently, the tactic of emphasizing the positive information of the product in online advertising involves focusing on the favorable aspects and benefits of the product to create a positive perception in the minds of potential customers.

3.3. Implementation of the argumentative strategy

The strategy of argumentative influence is aimed at convincing the addressee of the necessity and expediency of choosing a particular product or service, forming a consumer preference, and encouraging them to make a purchase. This strategy is based on logical proof of the product's qualities' compliance with the addressee's needs and forms a meaningful attitude to advertising (Давиденко, 2015: 178). Martyniuk notes that argumentation is a complex activity that involves critical reflection on the received advertising information and its correlation with previous life experience (Мартинюк, 2009: 160).

In online advertisements that include the argumentative strategy, the deictic center is mainly the addressee of the communication, as the addresser tries to create an

image of a potential customer in the text who needs to purchase the product for specific reasons.

Two tactics that implement this strategy are the tactic of proving the compliance of product qualities with the needs of the addressee and the tactic of appealing to the positive consequences of the purchase of the product.

3.3.1. Tactics of proving the compliance of product qualities with the needs of the addressee

Advertisers apply the tactic of proving the compliance of product qualities with the needs of the addressee to persuade potential customers that a particular product meets their specific demands and desires or can solve existing problems. This tactic aims to establish a strong connection between the product's qualities and the customer's requirements, creating a sense of relevance and personalization.

The most commonly used deictic elements within this tactic are the second-person possessive and personal pronouns *your* and *you*, which can help to create a direct and immediate reference to the addressee. They enable the advertiser to establish a sense of personalization and empathy by addressing the specific needs of the individual. For instance:

(1) *The new PAC 1980 collection introduces the super comfortable and flattering Active Daytime Tank Top to **your** gym rotation. This ribbed tank top has a form-fitting design with a scalloped hem and a cropped length that is perfect for warm days in the sun. (PS)*

(2) *The Tech Hera is here to fulfill all of **your** chunky sneaker wishes. The wavy lifted midsole and suede accents level up **your** look while keeping you comfortable. Its durable design holds up beautifully to everyday wear—which is perfect, because **you**'ll definitely want to wear these every day. (NK)*

In the first example, the author uses the pronoun *your* to emphasize the addressee's need for comfortable and attractive clothes for training in the gym. At the

same time, the addresser adds the demonstrative pronoun *this* and the definite article to the text in order to indicate and emphasize the positive characteristics of the product, which will be relevant to the potential buyer. In the second example, the advertiser assures the addressee that the presented model of sneakers can fulfill his or her desire for a new pair of shoes. Besides, the author uses the demonstrative pronoun *these*, the possessive pronoun *its* and the definite article to identify the advertised object and highlight its benefits for the customer.

The personal pronoun *you* can make the advertisement feel more conversational and engaging, potentially increasing the viewer's attention and involvement. Moreover, employing this deictic element can create a sense of inclusivity and make the addressee feel like an active participant. For example:

*When **you**'re out on the trails, **you** want to focus on riding—not on your comfort. That's where our Women's Mountain Bike Long Sleeve Jersey can help. Designed to give you room without being bulky, this jersey is crafted with a blend of responsibly sourced Merino wool and polyester, to bring moisture management, temperature regulation, and quick dry times. Plus, it has a front zipper for extra ventilation when **you** need it and extra coverage in the back in case there's mud on the trail. Which just goes to show that **you** can let this jersey keep you feeling good while **you** keep your focus on the miles ahead. (SMW)*

In this ad, the center of communication is the addressee, who is presented as an active participant in the described situation. In addition, the text contains the demonstrative pronoun *this*, the personal pronoun *it* and the possessive pronoun *our*, which indicate the advertised product and its positive characteristics that are suitable for a potential buyer.

Another type of deictic elements used to implement this tactic is the plural demonstrative pronoun *those*. It implies that the product or service being promoted is designed for a particular group of people who possess certain interests or needs. The addressee's belonging to this group becomes their incentive to purchase the offered product. For instance:

*Walk on, all day. For **those** who need responsive cushioning from a neutral walker, the Integrity Walker 3 features a premium full grain leather upper for a secure fit to last all day.* (BSG)

One more tool for implementing this tactic is the use of an adverbial clause of condition in combination with the adverb of time *then*. An example of such an application is the following advertisement:

*The essence of calm, that is Buddha needs no introduction. If you are someone who walks in the footsteps towards serenity, calm and tranquility, **then** you must have this absolute beauty of a diary with Buddha's face artistically painted on it along with some mesmerizing inscriptions. Made with handmade paper and the cover with the addition of cloth, it has the magic to make your mood ten times better.* (BS)

In this text, the addresser uses the adverbial clause of condition to describe a hypothetical image of a potential buyer who wants a calm and carefree life, so he or she should definitely have this diary with a portrait of Buddha, which will make his or her mood better and bring pleasure. The deictic element *then* refers to a moment in the future, namely the time period of using the product that brings pleasure to the potential customer (*if you are someone who walks in the footsteps towards serenity, calm and tranquility, then this diary will help you to do it*).

Thus, the tactic of proving the compliance of product qualities with the needs of the addressee successfully demonstrates to potential customers that the promoted product is the best offer for them and it can satisfy their desires, needs, and requirements.

3.3.2. Tactics of appealing to the positive consequences of the purchase of the product

In online advertising, appealing to the positive consequences of the purchase of the product is a common tactic used to persuade potential customers. It focuses on

highlighting the benefits, advantages, and positive outcomes that can result from owning or using the product. By emphasizing these positive consequences, advertisers aim to create a desire and motivation in customers to make a purchase.

As in the case of the previous tactic, the second-person possessive and personal pronouns *your* and *you* play a significant role here. By using these deictic elements, advertisers aim to capture the reader's attention and engage them in a conversation that looks like a face-to-face interaction. It prompts the addressee to consider the message more closely and think about how the advertised product or service can benefit them personally. For instance:

*This heavenly maxi dress features a delightful psychedelic black and ivory print! With three-quarter length sleeves and ruffled chiffon-style cuffs, **you'll be sure to make heads turn**. Plus, it's available in sizes XS-5X - what are **you** waiting for?! Get **your hands** on this beautiful piece before it runs out! (DIA)*

In this advertisement, the author emphasizes the positive consequences that a potential customer will receive from purchasing the offered product. The pronouns *you* and *your* are repeatedly used to identify the addressee and provide them with a central position in the text. In addition, the demonstrative pronoun *this* and adjectives with positive connotations are applied to describe the advertised product.

In the course of implementing this tactic, an additional recipient may also appear in the advertising message. It means that the author of the text points out the positive consequences of purchasing the product for the addressee's family, friends, or pets. For example:

***Your cats** will love this detachable cat bed basket and stand with a modern design that brings exciting new options for sleep and play while adding contemporary decor to any room. Made of natural water hyacinth to create a healthy and safe space for **your furry friend**. The enclosed structure of this pet condo gives **your cat** a place to retreat while feeling snug and protected. An elevated cat bed allows air to circulate*

*underneath to help **your** furry friend regulate their temperature so they don't get too hot or too cold when they curl up to take a nap. (AS)*

In this advertisement, the potential buyer's pet takes a central place. The author uses the second-person possessive pronoun to indicate an additional addressee who is close and important to the reader of the text (*your cat, your furry friend*). In addition, the third-person plural possessive and personal pronouns *their/they* represent the positive consequences of using the product by pets.

The third-person singular pronouns *he* and *she* are also used to indicate an additional addressee in this tactic. Advertisements with these deictic elements are focused on a third person who can benefit from using the offered product. For instance:

(1) ***She***'ll be sure to sparkle in this ballerina dress! The Rosaline features an embroidered sequin bodice and the sweetest sparkle waist trim with a tiered mesh skirt. (BJ)

(2) ***He***'ll be ready for any adventure in this short-sleeve crewneck from Levi's, featuring a stylish allover print. (MDS)

In these two texts, the personal pronouns *she/he* refer to the potential customer's daughter or son, who will have a positive impression of the advertised clothes. The demonstrative pronoun *this* before the product names helps to achieve an additional persuasive effect of the advertisements.

Therefore, the tactic of appealing to the positive consequences of the purchase of the product in online advertising aims to create a strong desire and motivation for consumers to buy the product by highlighting the benefits and positive outcomes they can expect. In this case, the deictic center of the advertising message may be either the addressee or another person to whom the potential customer may purchase the offered product.

Conclusion to Part 3

The fundamental basis of advertising communication is the speech influence performed by the addresser on the individual and collective consciousness (subconscious) of the addressee with the help of linguistic means in order to model his/her ideas, behavior, intentions and inducement to purchase a product (service). In order to realize the communicative goal and obtain the desired result, advertisers choose a certain strategy that allows them to realize their intentions as efficiently as possible through linguistic influence on the addressee's behavior. The communicative strategy involves the development and realization of a communicative task in which linguistic and paralinguistic means are aimed at achieving a pragmatic goal. Communicative tactics are a set of linguistic means that contribute to the implementation of a certain communicative strategy.

The most relevant strategies of influence in online advertising are the product positioning strategy and the argumentative strategy, which in turn are divided into certain communication tactics.

The main function of the positioning strategy is to introduce the advertised product to the potential customer, distinguish it from similar ones, and form the necessary perception of this object. This strategy includes two tactics, namely the tactic of product differentiation and the tactic of emphasizing positive information of the product.

The main methods of implementing product differentiation tactics are the use of deictic elements in the following combinations: 1) the demonstrative pronouns *this/these* with the name of the product; 2) the possessive pronoun *our* in combination with positive adjectives and/or with the demonstrative pronouns *this/these*; 3) opposition of the possessive pronouns *our* and *your/her/his/their*; 4) adverbs of time, in particular those that indicate the duration of using the advertised product.

The tactic of emphasizing positive information of the product is realized through the use of such combinations: 1) the demonstrative pronouns *this/these* in

combination with positive adjectives and the name of the product; 2) the third-person possessive pronouns *its/their* with certain characteristics, features or details of the advertised product; 3) the definite article with the name of the product.

The argumentative strategy is aimed at convincing the addressee to choose a specific product (service) that meets their needs, desires and requirements. Two tactics that implement this strategy are the tactic of proving the compliance of product qualities with the needs of the addressee and the tactic of appealing to the positive consequences of the purchase of the product.

The tactic of proving the compliance of product qualities with the needs of the addressee is realized through the use of the following combinations: 1) the second-person possessive and personal pronouns *yours/you* together with the addressee's needs/desires; 2) the demonstrative pronoun *those* with the reference to a specific group of people who have certain interests or needs; 3) an adverbial clause of condition with the adverb of time *then*.

The main techniques for implementing the tactic of appealing to the positive consequences of the purchase of the product are the following combinations: 1) the second-person pronoun *you* with a description of the positive consequences of using the product; 2) the second-person possessive pronoun *your*, the third-person possessive and personal pronouns *he/she/they/his/her/their* with the indication of an additional addressee who is close to the potential customer.

Thus, it can be concluded that deictic elements play a significant role in the effective formation and implementation of communication strategies and tactics in online advertising. They do not only indicate the advertised object, but also emphasize its positive characteristics and distinguish it from competitive objects. Moreover, they reduce the distance between the participants of advertising communication, intimate the space and acquire additional argumentative potential depending on the parameters of a particular advertising situation.

CONCLUSION

In modern linguistics, deixis is one of the fundamental categories of linguistic communication, represented by lexical and grammatical means that involve the localization and identification of persons, objects, events, and processes in relation to the spatial and temporal context created by the act of utterance and communicators. The meaning of deictic expressions is not fixed or absolute, it is influenced by the specific circumstances of a particular communication situation. The interpretation of these expressions relies on the context of the utterance, including such factors as the location, time, and participants involved in the conversation. The use of deictic components in an utterance helps establish a connection between the linguistic message and the extralinguistic reality, i.e. the shared knowledge or experience of the participants. This connection helps in conveying subjective perspectives, individual experiences, and the speaker's viewpoint.

Since the function of deictic elements is to indicate the extra-linguistic phenomena of objective reality, they are directly related to the concept of discourse, a complex sociolinguistic phenomenon of the communicative environment, which is determined by its socio-cultural, pragmatic-situational, psychological and other factors, has a linguistic (text) and extra-linguistic (knowledge about the world, thoughts, beliefs, and goals) structure.

The relevant type of discourse for our work is the phenomenon of Internet discourse. It is a complex and multifaceted communication environment created by electronic means of data transmission that enables global communication, interactivity, and the exchange of ideas. This type of discourse possesses certain unique characteristics that differentiate it from traditional forms of communication, namely globalization, accessibility, status equality, creolization, hypertextuality, interactivity, etc.

Online advertising is a genre of Internet discourse that encompasses various communicative strategies and tactics aimed at promoting products, services, or ideas on digital platforms. It involves creating and disseminating persuasive messages with

the purpose of attracting attention, generating interest, and ultimately driving action from the target audience. Online advertising often employs a combination of text, images, videos, and interactive elements to convey its message effectively. The use of deictic elements in online advertising helps to establish an effective connection between the addresser and the addressee, create a relaxed atmosphere of communication and present the advertised product to potential consumers in a favorable way.

In the course of our study, it was found that all three traditional types of deixis, personal, spatial and temporal, are used in online advertisements. The linguistic means of expressing personal deixis are personal, demonstrative and possessive pronouns. They help to establish a direct and intimate connection between communicators, emphasize specific objects or individuals, and differentiate the advertised item by highlighting its exceptional characteristics or personal relevance.

Temporal deixis in online advertising is realized through the use of time adverbs. They help to convey the timing and relevance of the advertised offer to the potential customers. These adverbs allow advertisers create a sense of urgency, highlight the relevance of their products or services, and engage the audience by indicating specific points in time. By using temporal deixis effectively, advertisers can prompt immediate action or create anticipation for future events.

Such linguistic means as prepositions, adverbs, and demonstrative pronouns are used in online advertising to express spatial deixis and create a sense of orientation for customers. These deictic elements help to provide information about the location and availability of the advertised item, as well as highlight its exclusive and positive features.

The peculiarity of deictic elements in online advertising is their ability to acquire argumentative potential depending on the parameters of a particular advertising situation. They can emphasize the positive characteristics of the advertised product and distinguish it from competitive objects. In addition, they have the ability to reduce the distance between participants in advertising communication and intimate the space. All

of these factors contribute to the achievement of the addressee's communicative goal of influencing the addressee to make a purchase.

In the course of our research, it was found that the most relevant strategies of influence in online advertising are the product positioning strategy and the argumentative strategy, which in turn are divided into certain communication tactics.

The main functions of the positioning strategy are to create awareness and familiarity with the advertised product among potential customers, highlight unique selling propositions, distinctive features or advantages of the product, and form the desired perception of the promoted item in the minds of the target audience. This strategy includes two tactics, namely the tactic of product differentiation and the tactic of emphasizing positive information of the product.

The analysis of online advertisements revealed that the main methods of implementing product differentiation tactics are the use of deictic elements in the following combinations: 1) the demonstrative pronouns *this/these* with the name of the product; 2) the possessive pronoun *our* in combination with positive adjectives and/or with the demonstrative pronouns *this/these*; 3) opposition of the possessive pronouns *our* and *your/her/his/their*; 4) adverbs of time, in particular those that indicate the duration of using the advertised product.

The tactic of emphasizing positive information of the product is realized through the use of such techniques: 1) the demonstrative pronouns *this/these* in combination with positive adjectives and the name of the product; 2) the third-person possessive pronouns *its/their* with certain characteristics, features or details of the advertised product; 3) the definite article with the name of the product.

The argumentative strategy in online advertising is focused on persuading the target audience to choose a particular product or service that fulfills their needs, desires, and requirements. Advertisers employ various techniques and persuasive tactics to convince potential customers that their offering is the best choice among the available options. Two tactics that implement this strategy are the tactic of proving the

compliance of product qualities with the needs of the addressee and the tactic of appealing to the positive consequences of the purchase of the product.

The tactic of proving the compliance of product qualities with the needs of the addressee is realized through the use of the following combinations: 1) the second-person possessive and personal pronouns *yours/you* together with the addressee's needs/desires; 2) the demonstrative pronoun *those* with the reference to a specific group of people who have certain interests or needs; 3) an adverbial clause of condition with the adverb of time *then*.

The main techniques for implementing the tactic of appealing to the positive consequences of the purchase of the product are the following combinations: 1) the second-person pronoun *you* with a description of the positive consequences of using the product; 2) the second-person possessive pronoun *your*, the third-person possessive and personal pronouns *he/she/they/his/her/their* with the indication of an additional addressee who is close to the potential customer.

The results of the study can be a significant contribution to achieving effective interaction between the participants of online advertising communication. Further prospects for researching this topic may be the analysis of other genres of Internet discourse, which will contribute to a broader understanding of the role of deictic elements in cyberspace.

SUMMARY

The bachelor paper is devoted to studying the means of expressing the category of deixis in online advertising. The research material is based on 120 samples of advertising texts posted on social media and commercial websites of online stores, as they serve as a valuable resource that provides a comprehensive demonstration of the advertising communication process, highlighting the effective use of verbal elements to achieve successful communication interaction.

The work contains a detailed analysis of theoretical approaches to the interpretation of the concept of deixis and its main classifications in linguistics, identifies the linguistic means of expressing the main types of deixis in online advertising texts and their functions, investigates the argumentative potential of deictic elements in communication strategies and tactics of advertising communication.

In the course of studying the use of deictic elements in the communicative process, it was found that they are able to establish a connection between the linguistic message and the extralinguistic reality, which makes them relevant to the concept of discourse. The category of deixis is considered as a system of linguistic means used to establish and maintain the coherence and relevance of discourse by connecting its content with the physical coordinates of the communicative situation - participants, place and time of the communicative event.

Within the framework of this research, the concept of Internet discourse was defined and considered, since it serves as a communicative environment in the cyberspace and is relevant for the study of online advertising as a means of virtual communication.

Online advertising plays a significant role in the genre diversity of Internet discourse. It has become a prominent form of communication that facilitates the exchange of information and the promotion of goods and services on the Internet. Online advertising creates a unique communication space where advertisers (addressers) and potential customers (addressees) can interact, leading to faster and

more efficient sales processes compared to traditional advertising methods. The combined use of verbal and non-verbal components, video and audio materials, informative content, and interactivity inherent in online advertising helps to influence the addressee more effectively, attract their attention, and achieve the communicative goals of interaction.

The analysis of advertising texts in social networks and on commercial web sites of online stores has shown that all three classical types of deixis, namely personal, spatial, and temporal, are used in online advertisements.

Personal and demonstrative pronouns are utilized as linguistic tools in online advertising to convey personal deixis. These pronouns serve to bridge the gap between communicators, create a sense of intimacy, and distinguish the promoted item by highlighting its unique qualities. First-person pronouns, such as *I* or *we*, are often employed to represent an individual expert, a company, or a team promoting their offerings. The second-person pronoun *you* helps to engage the reader or viewer personally, making them feel involved and addressed directly. Third-person singular pronouns, such as *he* and *she*, are used in online advertising to demonstrate the simultaneous participation of multiple parties involved in the communication.

The possessive pronoun *your* implies a sense of personal ownership or connection, suggesting that the offering is tailored to meet the individual needs or preferences of the consumer. The possessive pronouns *his* and *her* are employed to create a sense of shared experience or benefit, suggesting that the advertised product or service can positively impact not only the consumer but also someone else in their life.

The linguistic means of expressing temporal deixis in online advertising are adverbs of time. They indicate the time frame of the relevance of the advertised item, thus encouraging the addressee to take active actions. The adverb *now* suggests that the advertised offer is time-limited, stimulating immediate responses from consumers. The deictic adverb *then* implies a progression or development over time, suggesting a transformation or change that can be experienced by using the advertised product or

service. The adverb *soon* is used to demonstrate that something exciting or desirable will happen in the near future, encouraging customers to stay engaged and look forward to a positive outcome. The deictic adverb *always* conveys the idea that the advertised item is consistently there for the customer, providing a dependable solution to their needs.

Prepositions, adverbs, and demonstrative pronouns are the linguistic means used to represent spatial deixis in online advertising. They help to create a spatial framework and guide customers in cyberspace, while also conveying the appeal and availability of the advertised item. The adverbs *here* and *there* create a sense of proximity or distance, depending on the context, and can help create a connection between the customer and the promoted product. Prepositions such as *in* and *on* can guide customers to relevant information about the advertised item. The demonstrative pronouns *this/these*, *that*, *those* create a sense of exclusivity and personalization, making customers feel that the product is specifically relevant to them.

The argumentative potential of deictic elements in online advertising refers to their ability to influence the persuasiveness and effectiveness of an advertising message. The analysis of online advertisements in social networks and on commercial websites made it possible to identify two main strategies for influencing the addressee: the product positioning strategy and the argumentative strategy.

The product positioning strategy is represented by the tactic of product differentiation and the tactic of emphasizing positive information of the product. The argumentative strategy is realized through the tactic of proving the compliance of product qualities with the needs of the addressee and the tactic of appealing to the positive consequences of the purchase of the product. All of these tactics are implemented with the help of certain techniques involving deictic elements.

The conducted research proves the prospect of performing a comparative analysis of deictic elements in other genres of Internet discourse, which will contribute to a full understanding of the functioning of deixis in virtual space.

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ADDITIONAL RESOURCES

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2. <https://www.tiktok.com/@erborianusa> - EU
3. <https://www.facebook.com/athleticrepublicnorthdavis/> - AR
4. <https://www.facebook.com/infograpify> - IG
5. <https://www.facebook.com/GapUkraine> - GU
6. <https://www.educationaltoys.co.uk/> - ET
7. <https://kachorovska.com/en/> - KA
8. <https://www.instagram.com/trendhim> - TH

9. <https://www.facebook.com/circularandco/> - CC
10. <https://auratenewyork.com/> - AN
11. <https://www.prettylittlething.us/> - PL
12. <https://www.macys.com/> - MA
13. <https://dusk.com/> - DU
14. <https://simplydevine.co.uk/> – SD
15. https://www.instagram.com/travel_vibes39/ - TV
16. https://twitter.com/Atlantic_Fam - AF
17. <https://www.resurrectskinmd.com/> - RS
18. <https://www.instagram.com/meldagonul/> - MG
19. https://www2.hm.com/en_sg/index.html - HM
20. <https://www.amazon.com/> - AMZ
21. <https://www.boohoo.com/> - BH
22. <https://www.tiktok.com/@merimeriparty> - MM
23. <https://www.drmartens.com/> - DRM
24. <https://www.riveter.com/> - RR
25. https://www.tiktok.com/@lubriderm_us – LD
26. <https://www.freepeople.com/> - FP
27. <https://www.flipkart.com/> - FK
28. <https://www.marksandspencer.com/> - MS
29. <https://www.nike.com> – NK
30. <https://www.wayfair.com> – WF
31. <https://www.etsy.com> – ETS
32. <https://www.senreve.com> – SR
33. <https://www.williams-sonoma.com> – WS
34. <https://www.notonthehighstreet.com> – NHS
35. <https://www.lulus.com> – LL
36. <https://www.swarovski.com> – SW
37. <https://fashionablecanes.com> – FC
38. <https://www.zazzle.com> – ZZ

39. <https://www.menswearhouse.com> – MW
40. <https://www.dxl.com> – DXL
41. <https://www.mrporter.com> – MRP
42. <https://www.proozy.com> – PR
43. <https://www.pacsun.com> – PS
44. <https://www.smartwool.com> – SMW
45. <https://www.big5sportinggoods.com> – BSG
46. <https://www.bigsmall.in/> - BS
47. <https://shop.dia.com> – DIA
48. <https://www.aosom.com> – AS
49. <https://www.bonniejean.com> – BJ
50. <https://modesens.cn/> - MDS